

CONTACT

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SKILLS

Client Relationship Management

Customer Satisfaction

Team Collaboration

Negotiation

Crossselling techniques

Product knowledge

Customer service focus

Conflict resolution

Stakeholder management

Project Planning

Data Analysis

Problem Solving

Technical Support

Training and Development

Software Implementation

EDUCATION

Master of Computer Applications

2010 - 2012

Sikkim Manipal University

Technology Course for Graduate- Software Engineering

Sonvir Singh

CUSTOMER SUCCESS + IT PROGRAM PROFESSIONAL

PROFILE SYNOPSIS

Dedicated and results-driven Customer Success Manager with 8 years of experience in delivering exceptional customer service and driving client satisfaction. Proven track record of building strong relationships, reducing churn, and increasing revenue.

- Segments – Retails, Ecommerce, Hospitality, CPG, Pharmaceutical
- Geography – India, EMEA

PROFESSIONAL EXPERIENCE

Customer Success Manager

Jul 2022 - Oct 2023

Exotel

- Managing 10+ Enterprise customers in **Middle East Reigon** with responsibility & ownership (including Recurring Revenue) USD-1.8 M.
- Implementing Automations in collaboration with the Engineering team to decrease the support tickets by 25%.
- Involving in the **MBR & QBR** with clientele to understand the present engagement and future monthly/quarter planning for achieving our clients target in terms of Revenue and ROI's.
- Responsible for growing business by **Up-Selling, Cross-Selling** and penetration of new products in the existing clientele.
- Managing the partnership relationship with senior stockholders, also helped in creating SI & reseller partners.
- **Key Highlights –**
 - Improvised the **CSAT & NPS** Detractor (less than 10 score) to Promotor (40 + score) by upgrading the voice IVR to IVR Deflection (allowing them to finish the interaction via What's App,live chat).
 - It helps to increase the contact center productivity by 25% of one of my marquee customers in Kuwait.

Engagement Manager, Customer Success

May 2019 - Jun 2022

Capillary Technologies

- Managing 20+ customers base across different verticals, ARR - 8.0 Cr.
- Responsible for ownership of Customer Success function: **Onboarding, Adoption, Advocacy, Retention & Farming.**
- Responsible for **Cross-sell, Up-Selling-** Increasing the average order value and the customer lifetime value, resulting in higher profitability for the clients.
- Creating **Presentations** based on **Campaign strategies & business initiative insights** to boost ROI for clients and showcasing in the **MBR & QBR.**

TECHNICAL PURVIEW

- Front End/GUI: HTML, CSS, VB. Net
- Operating Systems: Solaris, Unix, Windows NT / 2000, Win 95 / 98, Window XP
- Databases: Oracle 9i – SQL
- Other Tools: WebLogic, WebSphere, VSS, Toad, SQL Developer

CERTIFICATION

Oracle 9i Certified – 94.23%
-Registration ID- 1Z0-
23482457
NIIT Delhi

AWARDS

10 Years Glorious Service
Award
2021-06-11
Capillary Technologies

- Converted the accounts into a very good reference and **case studies** boosting the sales prospects in the region.
- Manage the Collection & DSO for the customer base under my portfolio.
- Managing the **client's communications** and **escalations** to mitigate the challenges in day to day operations.
- **Key Highlights –**
 - Improvised the repeat sales 7% by Cohort /Segment based campaign based on customer buying pattern ,product affinity and behavior .
 - Migrated the customer into the Advance loyalty program based on the retrospective study of customer transactions and buying details . Worked on the KPI 's like customer frequency,recency and buying pattern . This yield in extra sales generated through point redemption by 11% and Earn burn ratio is 3:1.

Associate Account Mgr, Customer Success Capillary Technologies

Jun 2015 - Apr 2019

- Managing 10+ customers base in Apparels, Luxury and F&B clients, Revenue-3.6 Cr.
- Responsible for ownership of Customer Success function: **Customer Engagement, Adoption, Farming, Delivery, Retention.**
- Managing the CRM business through data driven insights, KPI tracking, Analysis and Campaign Recommendation on the basis of Customer segmentation, Customer buying pattern, and RFM driven customer insights.
- **Delivering Analytical Reports**, Quarterly Review Reports with proper plan of action, attending client QBR Meetings
- Managing Back-end Operations like- ideation of the loyalty Program and Campaign planner.
- Worked on Account Mining (**Up selling and cross selling**) to grow revenue from existing customers.
- Appreciated by higher management & client for outstanding consulting in CRM and Loyalty vertical.
- Work on pre-and post-campaign analysis and monitor KPIs.
- Strategic engagement of Clients to help them maintain ROI index of 5X and above.
- **Key Highlights -**
 - Conceptualized and succed in designing the customer lifecycle process which generated an extra revenue of 7% and yielded transactional growth of around 5% yearly.

Project Manager Capillary Technologies

Jun 2013 - May 2015

- **Establish Project Plan Baseline:** defining project scope, secure the necessary resources n plans & monitor all activities
- **Drive Project Execution:** tracking project activities, monitor & handle changes, conflicts & escalations
- **Planning & Implementation:** Leading the planning and using an agile SDLC methodology in implementation and defining the project scope, goals and deliverables.
- **Handle customer & stakeholder engagement:** managing customer relationship building confidence & trust, ensure project progress, arranging meetings & customer events.

- **Timeline & Deliverables:** Planning and schedule project timelines to track project deliverables using appropriate tools and providing direction/support to the team.
- **Team Management:** Managing the entire project team from requirements through development, testing, training, implementation, and closure. Vendor Management: Coordinate multiple ERP vendor solutions from order to fulfillment.
- **Key Highlights** – The Lord Milano – KSA, project was accomplished in 25 days only (before the deadline as per project charter) and streamlined the process docs for CS & Implementation teams after Go-Live.
 - Worked with Product & Engineering team to streamline the automated data flow in capillary via **API and DB integration**.
 - Appreciated by higher management & client for outstanding consulting. Project completed not only ahead of schedule, but under budget.

Lead System Integrator
Capillary Technologies

Apr 2012 - May 2013

System Engineer
Capillary Technologies

Apr 2011 - Apr 2012