

Tarkeshwar Singh

Principal Product Manager

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Work Experience

Swiggy

2017-Present

Principal Product Manager, Delivery Partner Experience

Managed team of 4 PMs spanning 3 product teams across Delivery Partner App, Delivery Partner Pricing, Lifecycle Management & Support products.

- Led pricing strategy revamp that helped reduce cost per delivery for the platform by 10% without any impact on delivery partner churn.
- Launched Swiggy School, a contextual and personalized onboarding & training product that helped launch Alcohol Delivery and other market place initiatives without any offline training for the fleet.
- Launched Performance Score on delivery partner app to help every delivery partner track their customer experience performance & earn higher incentives.
- Launched 'Tipping' feature on the customer app which led to increase in delivery partner earnings by 5%

Senior Product Manager, CX & Order-Fulfillment

Chatbot & Chat CRM, a first for Indian hyperlocal industry

Launched the chatbot for Swiggy's 10 million plus customers, along with chat CRM for customer support executives.

Resolves more than 60% customer queries without any human intervention and got subsequently adopted for the delivery partner and restaurant apps

Klaxon, a real-time IFTTT like platform for monitoring business performance

Launched Klaxon to identify anomalies in real time, alert business stakeholders & trigger pre-defined workflows or SOPs to fix them.

Helped improve NPS by 1 pts by proactive identification of errors while acting as a base platform for launching several product and business experiments

Flo, to ensure every order is on track & on time

Built Flo to set up reliable order fulfillment workflows with failovers to prevent delays and reduce cancellations

Reduced time taken to launch experiments on order fulfillment flows from weeks to couple of days, while reducing 'bad orders' by 25%

HashLearn

2016- 2017

Product Manager, App Experience & Growth

Led product & growth efforts for HashLearn that connects students with tutors over chat.

Led app redesign that resulted in 5x more paid customers in 8 months & optimized key funnels leading to 40-50% higher conversions

Lumos

2014-2016

Co-Founder

FundaMine, inline commenting & annotation product

In 6 months since its launch, Fundamine was adopted by 50+ blogs & digital media websites across the globe.

Voted top product on ProductHunt and featured in Tech In Asia & key tech publications in India.

Lumos Switches

Built a machine learning powered internet connected smart switch.

Went from concept to an MVP prototype in less than 4 months. Got invited to IIM Ahmedabad's startup accelerator.

Ricoh

2013-2014

Product Owner, Augmented Reality app

Led key B2B partnerships with 12 print media companies & generated ~250K installs via different marketing activities.

Worked as a product owner on repositioning of the product later as reverse image search powered Q&A platform.

Education

2009-2013

B.Tech, Indian Institute of Technology, Gandhinagar

Major in Electrical Engineering (8.4/10) & Minor in Management (9.4/10)
Elected as the Cultural Secretary of Student Gymkhana.

Awards

2013

Director's Gold Medal for overall excellence in the graduating batch

2010-13

Dean's Merit List for academic excellence

Patents

Sep-2016

US20160260130A1: "Image Recognition Enhanced Crowdsourced Question and Answer Platform": method for creating crowdsourced Q&A platform using images captured by users

2010-13

US20140195344A1: "Performing Actions Using Visual Search": method for conducting user polls through image recognition

Skills & Experience

Product Experience

Chat Products, CRM Products, Order Fulfillment Products, Pricing Products, Social Products, ETA Prediction.

Other Skills

UX wireframes using Sketch/Figma, Python, Pandas, NodeJS, SQL, JS, HTML, CSS.