

# Tarkeshwar Singh

Director, Product Management

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## Work Experience

### Swiggy

2017-Present

#### Director-Product Management, Delivery Partner Experience

Leading strategy & products for Delivery Partner experience along with a team of 6 PMs across 3 product PODs viz. Delivery Partner App, Delivery Partner Pricing and Demand & Supply planning

- Led the annual strategy & goal setting exercise for delivery partner experience along with ownership of P&L investments & product roadmap for the function.
- Led **Payout Rationalization** that helped reduce cost per delivery for Swiggy by ~10% without any impact on delivery partner churn.
- Launched **Swiggy School**, a contextual and personalized onboarding product along with revamp of support products to enable transition of Swiggy from an offline heavy experience to completely online experience; resulting in savings of ~3% in delivery cost per order.
- Launched **Performance Tracking** product for delivery partners that helps them track their CX performance and sends personalized nudges to improve it.
- Launched '**Tipping**' feature on the customer app which led to increase in average delivery partner earnings through collected tips by 5-7%

#### Senior Product Manager, CX & Order-Fulfillment

##### Chatbot & Chat CRM, a first for Indian hyperlocal industry

Launched the chatbot for Swiggy's 40 million plus monthly active users, along with chat CRM for customer support executives.

Chatbot resolved more than 70% customer queries without any human intervention & was subsequently adopted for delivery partner & 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

### HashLearn

(acq. by Byju's)

2016

#### 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- Internet Connected Smart Electrical Switches

Built a machine learning powered smart switch that would learn user's schedule along with temperature & humidity conditions to control appliances in the house.

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

Started in Biz Dev & 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

Part of **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, Ed-tech & Social Products and building UX heavy products

Other Skills

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