Rajat

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Sales, Marketing and Customer Service Professional

PROFILE

* Sincere and diligent professional with 4+ years of experience in Sales, Marketing, Business Development,

Channel Development, Training & Mentoring, Relationship Management and Operations

* Deft in mapping market dynamics to draw vital inputs to facilitate marketing/sales strategies to combat competition

& sustain leadership position

* Pivotal in setting up Promotional Campaigns while achieving Revenue, Profit and Business Growth Objectives and proven abilities in accelerating growth
* Proficient with sales & marketing strategy planning with changing market trends, impacts on product sale,

analyzing threats & challenges from competitors

* In-depth knowledge and expertise in Investor Relations, resolution of investor grievances and complaints
* Proven expertise in catering to client’s various requirements on working capital, term loans, syndicated facilities, treasury solutions and investment banking
* Expertise in managing operations & implementing strategies towards enhancing business volumes and growth

while analyzing & assessing revenue potential

* Innate strengths in identifying and developing potential accounts and retaining their business association with

augmented customer services

* Visionary and pathfinder for the new market place, adept at transitioning companies from static or reduced growth to commercial success
* Results-oriented leader committed to inspire and motivate team members, successfully manage multiple priorities and perform under pressure

PROFESSIONAL EXPERIENCE

1. CONCENTRIX TECHNOLOGIES PVT LTD.

Team Leader/Team Manager (HP Online Store India)

Dec 2013 till Present

* Handling a team of sales agents
* Meeting clients requirements month on month
* Co-ordinating with the logistics team to ensure timely delivery to the customer
* Keep the team updated with the new launches and product
* Give monthly presentation to the Asia-Pacific head of HP Online Store (client) on the past month’s performance.
* Give data supported forecast on the revenue and also present the asks required to achieve them
* Maintain attrition under 1%
* Maintain roster and break schedule of the agents and ensure minimum roster leakage

1. VIVA VOYAGES PVT LTD

Assistant Manager (Business Development and Tele Sales)

MAR 2013 -Sep 2013

* Responsible for providing first call resolution for executive club members, premium customers & preferred

partners

* Deftly handle the entire spectrum of business operations, encompassing conceptualizing, planning,

implementing and monitoring of business strategies and market plans and update and upgrade knowledge on

various products with Viva Voyages and Holiday Merchants

* Geared the activities for developing & maintaining Organizational culture, values, and reputation in the market,   
  Customers, Suppliers and Business Partners
* Responsible to achieve target through tele calls on a daily, weekly and monthly basis, ensure team achieves

targets

* Efficiently heading marketing and sales operations for achieving increased growth & profitability. Utilizing the

public information and personal network to develop marketing intelligence for generating leads

* Creating and maintaining a good environment and team spirit within the business by effective

communication , motivation, mentoring, leadership and delegation skills

* Ensured adherence to service quality norms and standards to provide effective service and achieve

maximum customer satisfaction

1. BERKSHIRE INDIA LTD (Subsidiary of Berkshire Hathaway Inc.)

Team Coach/Team Leader, Aug 2011 - March 2013

AUG 2011 - MAR 2013

* Accountable to study global trends in Life Insurance industry and identified strategic growth opportunities for commitment of resources to realize reasonable return on investment
* Identified & implemented strategies for building team effectiveness by promoting a spirit of cooperation
* Planned targets, monitored them and ensuring achievement of overall targets on a daily, weekly & monthly basis
* Carried out reconciliations for the products under the process
* Monitoring Sweep reports and client Investments accounts
* Ensured every associate under me qualifies in the incentive plan, Roster leakage is below a certain margin
* Training the team on product & process changes and bring up-to-date knowledge based contents whenever

required.

* Measuring Quality by randomly monitoring live calls or shadow monitoring and imparting feedbacks
* Ensure that the team members have the necessary education and training to effectively participate in the team (Encourage creativity, risk-taking, and constant improvement)
* Creating or generating suitable and relevant reports to deliver high performance
* Encouraging healthy competition between team members and ensuring high performing team members are   
   recognized

4. BANK OF AMERICA

Customer Care Officer (Chat Customers)

JUL 2010 - AUG 2011

* Delivered high level of service through identifying relationship opportunities and matching appropriate products

to customer’s needs

* Managed customers enquiries for bank accounts, parts & service, based on financial terms & accounting trends   
  ensuring high quality service and customer relationship
* Performing account maintenance inquiries and migrating customers to alternative banking solutions
* Investigating and resolving a wide variety of issues and requests to include probing for additional information

from customers

* Strategically planned the effective line of management to achieve the company targets while coordinating with   
  various operational departments of the company and prepared monthly, weekly and Daily Reports
* Monitored the operational results while compared them to the benchmarks and best practices, evaluating the

efficacy and efficiency of the process and made adjustments to the process as necessary

* Actively involved in the critical planning & implementation of procedures and process

PREVIOUS EXPERIENCE

INTELENET GLOBAL SERVICES (IGS)

Maintenance Reviewer

Freelance Executive

INTERNSHIP

TANGERINE INDIA LIMITED (HOME SHOP 18’S SISTER CONCERN) Meta Data Analyst

EDUCATION / CERTIFICATIONS

 Bachelor of Arts (English), Delhi University, Delhi, 2009

 HSC, CBSE, KV Keshav Puram , 2005

 SSC, CBSE, KV Keshav Puram , 2003

 SEO Certified by Quantum Professional Academy