Pratibha

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**Objective**

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| To obtain a challenging position | with a market leader in any Industry, | IT, | Insurance, | Telecom |
| Sector where my 14 years of | progressive experience in the industry | can | add value | to the |

customer-centric team that utilizes my experience in Process Management, Customer Service and Project Management.

**Professional Summary**

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|  | 15+ years | of | experience in | managing | several | roles in | Customer | | Service & related |
|  | functions. |  |  |  |  |  |  |  |  |
|  |  11+ | years with Reliance Communications | | | |  |  |  |  |
|  | Experienced | people manager | | with skills | in leading large | | as | well | as cross-functional |
|  | teams. |  |  |  |  |  |  |  |  |
|  | Experience | in managing a complete process/product through | | | | | its | lifecycle. | |
|  | Experience | in | managing both | Inbound & | Outbound | process. |  |  |  |

* Experience in engaging with senior management teams.
* Ensure Client and End-User satisfaction through process improvement and working with

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| cross-functional | teams. |
|  Experience in | streamlining various activities/Processes at Reliance BPO - Like |

Performance Management System for CSRs, Training & HR Coordinator, CSR Motivation Budget (FMB) and Asset Management. Co-ordinating various activities within the Zone.

* **Certified IMC RBNQA (Ramkrishna Bajaj National Quality Award) Examiner (2007) -**

Nominated from Reliance BPO for the certification process, also participated in examining an External Application (@ BPCL, Mumbai) which helped in providing feedback to the Organization in improving on creating Value for its customers and business and meeting challenges by capitalizing on the knowledge Assets within the Organization.



**Work Experience - Reliance Communication Infrastructure Ltd., DAKC, Navi Mumbai. 10/2002 – 06/2014 (11+ years).**

Current Designation: Dy. Manager - Operations (4/2007 – Present)

 Joined as a Customer Interaction executive in 2002 & have worked my way up to grow

in higher roles & responsibilities.

* Managed stand-alone process Operations (Customer Service) for Inbound & Outbound Processes. Responsibilities handled for the Processes include People Related and Process Related activities**.**
  + **People related include Coordinating** for manpower Sizing, Seating, Hiring, Training,

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| motivational activities of Team | Members, growth | of | Team | members lateral and |
| vertical. Ensure Participation of | Team Members in | all | Cultural | activities. |

* **Process Related** activities include Co-ordination with Client services and ProcessTeam to bridge process gaps thereby achieving End-User and Client Satisfaction. Co-ordinate with Quality Team to ensure Quality on calls to meet the required

expectations. To ensure process meets performance targets consistently and drive

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| performance excellence. Responsible for preparing the complete | | | | Outbound |
| Operations | Manual (Process Document) with the | | assistance of | Head of |
| Operations | – Outbound. |  |  |  |
| **Inbound Process managed – 12/2008 – 06/2014** | |  |  |  |
|  Enterprise Desk |  |  |  |  |
|  Blackberry | Desk - Responsible for complete | operations | of Blackberry | Customer |
| Base. Includes managing Inbound, Outbound, | | Email Unit and Blackberry Trouble | | |
| ticket closure unit. | |  |  |  |

* Reliance Inter-call Audio Conference Services - Responsible for end to end Conferencing services for Corporates who have subscribed for Audio conference services with Reliance.

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|  Wireless Business | | – | High Net-worth Individual / Regular Post-paid Users: |  |
|  | Managing | a | Team of 150+ Customer Service Executives with higher | skills. |
|  | Responsible | | for hiring, Training, and leading people for managing | the Inbound |

Calls. Coordinating with Client services / Process and Business Team for quicker resolutions.



**Outbound Process – 05/2005 – 11/2008** - Have managed several outbound process includingCollections from Corporate, Personal & managing welcome Call Process & First Bill Explanation Process (Personal Business).

 Welcome Process: Managed a 120+ member team & was responsible for hiring, training,

and people management. Team was responsible for “Welcome Process” processing

Outgoing Calls to New customers. Key Objective of the team was Verification of personal

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| details, | Customer’s Account details like Tariff Plan, | | Credit | Limit | & | other mandatory |
| information as per TRAI Guidelines. | |  |  |  |  |  |
|  Outbound Process – Consumer Collections (Personal Business | | | | & Enterprise): Managed a | | |
| 150 – | 200 person customer service department including hiring, training, and managing | | | | | |
| staff. | Managed customer service staff | responsible for | processing Outgoing Calls to End | | | |
| Users | of Client & Co-ordinating with | Client services | and Process Team for streamlining | | | |
| the revenue generation process and resolutions for customer queries | | | | | and | complaints. |

* Outbound Process – Corporate Collections**:** Managed a 50 member customer service team

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|  | including hiring, training, and managing staff. | | | | | | | | Managed customer service staff responsible | | | | | |
|  | for processing Outgoing Calls to End Users of Client. | | | | | | | | | |  |  |  |  |
| **Key Initiatives & Achievements in this role** | | | | | | |  |  |  |  |  |  |  |  |
|  Initiated | | | the Team Leader scorecard for the Zone | | | | | | | creating a | spirit of | competition | | amongst |
|  | the | Team | | Leaders helping them | | perform | | better. | |  |  |  |  |  |
|  | Won | the | | Best Manager | Award | in | the | year | 2007 in the | | category | across | all | Assistant |
|  | Managers | | | in RBPO. |  |  |  |  |  |  |  |  |  |  |
|  Created | | | a system for | | providing | | the | data | to | commercials for | | monthly | Payout of | |
|  | Performance Incentives to | | | | CSRs | as | automated | | system for Calculation of incentives. | | | | | |
|  | Nominated | | | from Reliance | BPO for Certification | | | | as | RBNQA Examiner. | |  |  |  |

 Participated in Examining an External Application for RBNQA certification. Audited Bharat Petroleum Corporation Ltd., Refinery, Mumbai in 2007.

* Handled Report/Application prepared for Reliance BPO’s HR & Training function. Co-

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| ordinated | with HR and Training team for ensuring that | all | Activities/Process handled by |
| HR and | Training was covered and best practices shared | for | process improvement. |

**Other Roles in Reliance Communications.**

* Joined as a Customer Interaction Executive in Oct 2002 managing customer queries &

complaints.

* Got promoted as Team leader within a year in Oct 2003.
* Managed Inbound **(MACD / Network / Karnataka Circle** **–** **Operations**) & **Outbound** **(First Bill Explanation Process)** team. Led a team of 20 to 25 Customer Service

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| Representatives | in | a | Multi | base Operations module. |
|  Managed Training | | of | new | team members in the team and process ensuring focus |
| on Quality and | End-user | | | Satisfaction. |



**TeamLink, 03/1998 to 11/1998.**

* Worked for **Punjab Wireless Systems Ltd. (PUNWIRE**) with their **Public Mobile Radio**

**Trunking Service Division,** Mumbai as Customer Care Officer.

* Managed Tele-calling, Solving Customer Queries, Creating Brand Equity, Generation of Business Opportunities, Maintaining relations between the management and Customers.

**M/s. Krishna Telecom, 08/1997 – 01/1998.**

* Worked for an authorized Business Associate of **M/s/ BPL (Mobile Phone Division**) as

Customer Care Executive.

 Managed Tele-calling activity, Customer Queries and Managed Key Accounts of M/s Krishna Telecom.

**Radiant Electronics, 09/1996 – 05/1997**

* Worked for **Radiant Electronics, a Division of ECIL (Electronics Corporation of India Ltd.**)

for their **Paging Services** as Junior Executive Paging.

* Managed Messages, Operations and Customer Complaints.

**Education**

**Graduate of Mumbai University**: B.Com from K. J. Somaiah College of Arts and Commerce,Vidyavihar, Mumbai.

