

BINITA MAJUMDAR

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Job Objective: Seeking assignments with an organization of repute in providing assistance to the Top Level Management in the arena of Customer Relationship, PR& Admin, Client Servicing etc. Also have strong ability to observe and cater to a new environment

Professional Profile

- 19+ years of managerial experience in Customer and Client Relationship in terms of building, strengthening & retention with working responsibilities across a gamut of functions demonstrating the ability in growing and managing professional associates
- Ability to support and organize the Support Staff with proper coordination through various modes of communication i.e. via In-house, media, corporate relations & manage its integral chores.
- Analyze customer feedback, draw business intelligence, review benefits of core services being offered and ensure high client satisfaction level
- Improve the efficiency & effectiveness of customer complaints resolution system
- Developing performance metrics, incentive structure, sales promotion schemes and monitoring key parameters to increase the overall productivity of the client servicing team Recruit, train & develop a client servicing team which is need sensitive, has a consultative selling approach & is proactive at offering highest level of customer delight

Professional Trainings

- Computer Course from IIS Infotech in MSO Package
- Travels and Tours Course from II TT

Educational Qualification

- B.A(H)Political Science - Kamala Nehru College, University of Delhi(1990-93)
- Schooling from St. Anthony Public School (Arts Stream)

Career Highlights

Jun'2017- Apr'2019 with Ashiana Homes Private Limited (Real Estate) as Senior Manager CRM

Significant Contributions:

- Managing Customer Lifecycle Management post Sales that is from Log in to ERP System, Loan Approval to Disbursement to Possession and Registration
- Working closely with the Sales and Marketing Team in order to optimize the acquisition, engagement and retention of customer.
- Responsible for regular competition tracking and market feedback
- Responsible to deliver as per the specific requirement of the Management for our esteemed HNI, Investors and Corporate
- Develop feedback funnel and passing customer feedback to the respective Department to measure our service quality and to know the areas of improvement.
- Handling of Customer Complaint and Escalation as received via walk in, through email and telephone calls with providing them successful solution thereby Promoting the Company's Motto – "What customer means to us"
- Review and Reply to both online and offline complaint as received on Website and Social Media to mitigate Queuing
- Sharing daily projection and achievement against revenue targets.
- Review of Ageing report in terms of Project Collection and reducing of bad debts

June'2006-April'2017

Assotech Limited (Real Estate)

Manager-CRM

Significant Contributions:

- Single window between the Sales & CSM Department for the pre and post-sale customer data.
- Interface between the Corporate Communication and Sales Team for Company Branding and schedule for events for launch of new projects

- Coordinating with Banks for Project Approval, NOC, Customer funding and Pre-EMI
- Responsible for achieving and exceeding the weekly and monthly target for collections & recoveries as set by the Management.
- Inter and Intra department close coordination in terms of Construction, Quality & Repayment
- Responsible for Coordinating with Planning & Coordination department in regard to construction update for various ongoing projects.
- Ensuring the TAT is maintained in regard to attending walk in customer, issuance of Intimation Letter,
- Analyzing & review of customer complaints through interactive customer relation arising out of any default or dispute in regard to construction or payment.
- Website updating in coordination with IT and Website developer for all schemes & ongoing projects Responsible for e-mailers in context to Quarterly Magazine, Promotional activities and brand promotions.
- Budget Formulation

Sep'2004-Jan'2006

Ienergiser Pvt Ltd.(International BPO)

Asst. Mgr-Operations

Significant Contributions: While managing a team of 50 CRE following were the KRA's:

- Designing and Implementation of the Process requirements as per the SLA's and for the Performance Charts.
- Quality Audits as per the set parameters for improvising on the script, selling strategies and product knowledge.
- Weekly MIS Reports to clients indicating the SPH, Audits, the log in hours, Call Handled and the talk time.
- On the job coaching of the Team on Product and service and groom them to become independent and take on the next level of responsibilities.
- Resource Management to ensure adequate backups and >90% time utilization by cross training them on other programs
- Responsible for quarterly appraisals and incentive disbursement.

Sep'2002-Aug'2004

Hutch -Now Vodafone (Domestic BPO)

Team Leader

Significant Contributions:

- Responsible to ensure that the customer fully utilize our product and garner the maximum value from this investment.
- Ensuring that the customer is aware of the new functionality associated with the acquisition and new product being released.
- Mentor and assist the new hires through on the job training and updating Training Modules on the newly introduce services, promos and the products
- Monitoring of call flows
- Manage support issues that have fallen outside the acceptable parameters and to ensure escalation and resolution via defined support processes.
- Analyzing & review of customer complaints through interactive customer relation.
- Assisting the trainers for the Call Calibration Report on both soft and product related skill
- MIS reports for both outbound and inbound projects.
- Report compilation for client for Daily Sales Report
- Identification and impartment of the leads to the Sales department in achieving the Sales Target

Jan'1998-Aug'2002

Paharpur Business Center

Executive Head- Business Point

Significant Contributions:

- Client Servicing with MNC, Indian corporate Houses and Embassies.
- Generating new clients & updating Databank by inputs taken from various chambers like IGCL, FICCI and ASSOCHEM.
- Promotional Mailers for Virtual office, Fax on Demand, Video Conferencing and Workstation.
- Strategy for Business development & profit generation.
- CPIT (Continuous Process Improvement Techniques) for team management and for improving the existing process and policies thereby developing and implementing innovative methods to increase customer satisfaction.
- Quarterly Appraisals.
- Formulation of Business Strategy in terms of target achievement and profit generation.
- Facilitating the achievement of performance objectives set for the team by the organization.
- Sales promotion campaign in International Trade Fair, exhibitions and seminars regarding new product and services