**Profile Summary**

• Competent professional with **over 5 years of experience** across **Customer Service Operations and Operations Management**

• Expertise in Customer Services Operations; successfully identified & highlighted potential operational risk residing in process and suggested ways to mitigate the same

• Successfully **transitioned the Customer Portfolio APAC- B2B from Czech Republic to India at AB INBEV GCC, Bangalore**

• Managing order placements and addressing to client queries and assisting them with relevant solutions

• Successfully analyzed critical business requirements, identified deficiencies, and developed innovative and cost-effective solutions thus enhancing competitiveness, increasing revenues & improving service

• Worked as a **single POC for order placements and ensured successful deliverables for over 20 countries, in APAC majorly SEA**

• Played a key role in increasing the satisfied customer ratings **(88% YTD for 2015)** for the largest Decathlon store in India and bringing down the unsatisfied customer rating from **1.5% to 0.03%**

• Proven capabilities in developing & streamlining systems with proven skills to enhance operational effectiveness and meet operational goals within cost, time & quality parameters

• Expertise in administering the performance of multi-skilled workforce and conceptualizing need-based training programs to enhance their efficiency & productivity

• Efficient organizer, motivator, team player and a decisive leader with the capability to motivate teams to excel and win

**Core Competencies**

***Operations Management Client Relationship Management Training & Development***

***Complaint Resolutions Reporting & Documentation Team Management***

**Soft Skills Education**

**Career Timeline**

**Work Experience**

**Mar’18-Jan’20 with Anheuser Busch Bangalore as Sr. Analyst-APAC Customer Service Key Result Areas:**

• Drove operational excellence set as a standard by the clients and adhered to the standard operating procedures

• Mapped client’s requirements, identified improvement areas & implemented measures to maximize satisfaction

• Implemented effective measures to reduce TAT; developed new procedures & processes to streamline operations & enhance service efficiency for reporting projects; analyzed & created business requirements for reporting solutions assigned to the team in partnership with business users

• Evaluated & analyzed business plan to meet profit objectives and maintained organizational pyramid

**ANAMIKA PATRA**

*Achievement-oriented professional with a record of achievement in conceiving & implementing ideas that drive revenue; targeting assignments in* **Customer Service Operations and Operations Management**

**Oct’14-Jun’15**

**Jun’15- Mar ‘18**

**Mar’18-Jan’20**

**Mar’18-Jan’20**

**anamika.patra01@gmail.com +91-9769350175**

Collaborator Communicator Planner Innovater Intuitive

2015

2012

Masters in Fashion Management from National Institute of Fashion Technology, Ministry of Textile, Bhopal

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Masters in Fashion Management from National Institute of Fashion Technology, Ministry of Textile, Bhopal

Bachelors in Journalism & Mass Communication from Amity University, Noida

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• Prepared reports as per SLA with a view to apprise management of process operations and assist in critical decision-making process; achieved targets, SOP & SLA, and maintained CTQ (Critical to Quality) / CTP (Critical to Process)

• Met and exceeded KPI targets by coordinating with business operations, quality and analytics team

• Successful transition of export CSM-APAC process from Czech Republic (Prague) to India (Bangalore)

• Provided resolutions to customer queries regarding order placement (concerns /blocks) within 3 days

• Monitored and executed weekly operational calls, which resulted in a significant decrease in the number of customer emails and calls

• Eliminated risk factor from customer deliveries, bridged the gap between stock availability and customer pick up (Orders)

**Highlights:**

• Delivered success by increasing customer satisfaction score from 87% to 91% globally

• Managed and designed proactive MOQ (Minimum Order Quantity Analysis) report, which resulted in efficient order placement and quicker material availability dates

• Conducted weekly check on Customer Portfolio Report, which led to smoother order placements and minimised the error at SKU level

**Jun’15- Mar ‘18 with Decathlon Sports India Pvt. Ltd., Bangalore Growth Path: Jun’15-Nov’16: CRM Manager (Decathlon Anubhava) Nov’16-Jun’17: User Response Leader (Social Media) Jun’17-Mar ’18: Customer Happiness Manager (Decathlon.in) Highlights:**

• Managed a team of Customer Happiness Officers who were dealing with enquiries made for online order (Decathlon)

• Responded to customer feedback on Facebook, Twitter & Google Reviews within 27 minutes as an average response time

• Received appreciation for o Initiating user feedback pool center across logistics, transport and stock teams, which is now adopted globally o Bringing down the first response time to the customer from 28 minutes to 12 minutes and resolution time from 72 hours to

48 hours o Training the store teams in becoming an Omni-store Team o Increasing the satisfied customer ratings (88% YTD for 2015) for the largest Decathlon Store in India o Bringing down the unsatisfied customer rating from 1.5% to 0.03%

**Previous Experience**

**Oct’14-Jun’15 with Hidesign, Pondicherry as Assistant Public Relation Office**r **Highlight:**

• Appointed as the Concept Leader for Winter Fall Collection of Hidesign Women Bag collection 2014

**Internships**

**Zoom Televisions and received a PPO for the post of an Associate Creative Head**

**HT India Pvt. Ltd.**

**Extracurricular Activities**

• Participated: o As Vice-Captain of the U-19 National Basketball Team Delhi (2008-2010) o In the U-24 State Level Basketball League o JAMs (Just A Minute) in School and UG

• Anchored: o 3 day doctors summit by Friends Media and Entertainment in Jaipur 2010 o Stage Shows for Nestle & Hero Honda in Lucknow

• Hosted the college cultural fest ‘Spectrum’

**Personal Details**

**Date of Birth: 25th October 1991 Language Known: English, Hindi and Bengali Address: Kiran Kunj 8-889, Sector-8, Vikas Nagar- 226022, Uttar Pradesh**