PRABHATGUPTA

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CUSTOMER SERVICING/TRAINING & DEVELOPMENTEXPERTISE SERVICE INDUSTRY

*21+ Years of Accomplished Experience in Customer Servicing & Support,Training & Development, Operations, Relationship Management, Sales and Process Management*

**EXECUTIVE SUMMARY**

* Competent and dynamic professional offering a **successful career of over 21years** with comprehensive experience in customer service/operations and sales in professionally managed organizations in Telecom Sector with industry giants like**Reliance Communications Ltd. and Modi Pagers.**
* Proactive professional with a pioneering career reflecting **strong leadership qualities** coupled with hands on expertise in Training / Development, Team Management, Operations Management and MIS.
* Superior **people management and communication skills**; sound knowledge of process and system; and proven ability to work independently as well as lead a team.
* Acquired professional strengths thru' comprehensive exposure to all facets of the cellular industry and gained specialized skills to manage business operations in a matured market.
* **Expertise in achieving** profit / volume and business objectives of the organizations with abilities in handling key accounts of the company and customer queries and resolving it within the scheduled time.
* **Managing large teams** with hands on experience in training candidates for the organization and monitoring performance of team members.
* Enterprising professional with demonstrated skills in **streamlining customer services function** by designing innovative **service policies and strategies** to **generate high value propositions for the customers.**
* Resourceful and competent to **create win-win relationship with Clients and Customers** coupled with proven acumen in managing customer centric operations and ensuring customer satisfaction by achieving delivery and service quality norms.
* A consistent performer having successful track record of making **visible contribution to raise productivity** with deft application of **Operations and Process Optimization skills.**

**KEY STRENGTHS AREAS**

**Customer Servicing • Relationship Management • Coordination / Liaison Skills • Team Management / Lead**

**Process Management / Optimization • Services Support • Training / Development • Quality • MIS Reporting**

**Performance Management • Operations • Business Development Initiatives**

**PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS**

**Happy Realisation(HR) – Tata Motors. (Freelance Trainer) August 2018**

* Conducted“SteeringFx” an induction programme designed at giving GET’s & PGET’s of Tata Motors Limited, Jamshedpur a modern day flavor of Campus to Corporate.
* Conducted Soft skills, Effective communication skills, Team building and development, Problem solving & Decision making, Internal Customer OrientationandPersonal groomingthrough class room, simulations and games sessions.
* Successfully concluded the programme with several interactive and fun filled experimental simulations with a blend of domain and life skills related sessions stitched together in a dynamic and highly engaging medium of training and relevant simulations

**Indus Management Consultants P Ltd - Reliance Jio.(Freelance Trainer) March 17 – June17**

* Appointed as Master Trainer for a temporary assignment with **Reliance Jio** based at Ahmedabad responsible to conduct Classroom training to New Hire Training batches for pRMs as per Jio HNI Care Program.
* Facilitated on-the-job trainingthroughjoint calls on the field for pRMs during non-training days.
* Prepared batch and trainee reports as required by Jio NHQ Training team and ensured credible testing and certification for all trainees.
* Provided feedback to Jio NHQ Training team in case new hires do not meet expected learning and performance standards in line with HNI Care program design.
* Basis delivery experience provided structured feedback and inputs to Jio NHQ team for continuously improving training and program design.

**Reliance Communications Ltd. June 2009 – April 2016**

One of the major players in the Indian telecommunications industry, Reliance Communication Ltd. – a mega telecom conglomerate- enjoying patronage of wide base of satisfied customers across diverse market segments.

**Deputy Manager–Circle Capability Development Lead March2014 –April 2016**

* Circle Capability Development - Training Lead for UP West & Uttarakhand Circle responsible for training needs of Agra, Aligarh, Meerut, Saharanpur, Muzaffarnagar, Bareilly, Dehradun, Haridwar Rorkee clusters.
* Responsible for design and Implementation of a structured Training Need Analysis to derive a Training Plan /Calendar for the Circle.
* Conducting Induction trainings for the New Customer Care Associates(CCA) hired, for onboarding them with Reliance CRM, processes & products besides training on customer handling skills, soft & behavioural skills and undergo them through Certification test for creation of their individual CRM id’s.
* Facilitate onboarding trainees with OJT (On the Job Training) after completion of Induction programme.
* Conducted monthly refresher trainings of the CCAs on processes and new product launched for enhanced knowledge & efficiency levels for delivering qualitycustomer service.
* Working on regular improvement for enhanced customer service delivery & satisfaction by leveraging CCA behavioural& process Gaps identified in audits for the refresher training content.
* Monthly Certification of the trained CCAs through tests for them to be eligible for Customer service.  
  Ensuring high-quality of Customer Experience (increased FTR%), Elevating Customer Satisfaction (I-SAT). while ensuring SLAs adherence.
* Leading & monitoring the performance of executives to ensure efficiency in operations & meeting of individual & group targets for the Stores.
* Prepare and submit batch and training reports as per RCOM’s process.
* Conducted sales, soft skills, effective communication types & processes, personal grooming, customer service orientation, sales process, handling difficult/irate customers and telephone etiquettes training to new and old RCE’s as well as cross functional departments.
* Has conducted several workshops on various topics within and cross functional departments both within and outside organization.
* To asses & analyze deficiencies and evaluate areas of improvement by creating training modules based on such analysis and evaluation for improvement & eradication of such deficiencies.
* Working in tandem with Circle Leadership to ensure that Learning outcomes drive business objectives.
* Execute new training initiatives from time to time keeping in view the growing demands of the ever changing scenario of the sector.
* Ensure Training delivery as per the set organizational norms to ensure effective learning to all the role holders.
* To manage circle and central based training interventions keeping adherence to training quality as per the set norms of NHQ.

*Selected Achievements*

* Maintained high C-Sat & I-Sat level of>95% for UPW cluster.
* Monthly training programs increased FTR% from 80% in Jun’14 to 92% in Feb’15 and from 94% in Aug’15 to 98% in Feb’16 at the UPW stores

**Deputy Manager– Cluster Field Escalation Lead – Agra U P West July 2013 – Feb 2014**

* Ensure 100% resolution of complaints received within TAT; assess customer feedback, analyze and evaluate areas of improvement to provide better customer service.
* Error free SR's are generated with full mandatory details per customer per month. Provide FTR resolution to all log complaints within SLA
* Ensure that SR closure within SLA /guidelines/audits to bring about desired eradication of errors & enhanced C-Sat scores. Immediate co-ordination with FED to close issue/unresolved complaints
* Timely and correct closure of all escalated issues, resolution against complaints and appropriate information against queries.
* Accountable for enhancing company’s brand loyalty, by ensuring 100% CSAT and retention and subscriber growth.
* Effective handle queries at service provider / retailer's location for communicating appropriate information about the company's products and services.
* Adroitly escalate all the unresolved complaints immediately to the appropriate levels for prompt resolution and ensure welcome calls to all the new postpaid subs with proper explanation of credit policy, available services, and VAS etc. through team members.
* Prepare various MIS Reports to maintain a database of the Customer details and keep a track of various issues at service provider's locations and RCom office.
* Accountable for CAF Management, Customer Acquisition support, Billing, Credit Control, Collection, Churn Management and Retention.
* Proactively liaising with key postpaid subscriber and major corporate accounts (HNI) to retain their patronage in company's services and its customer centric policies.
* Ensure training of the team members of the internal department and Relaince World Stores & Reliance Mobile Store manpower on Products, Customer Service and Retention thereby ensuring complete customer satisfaction & delight to educate the customers on various products, features and tariff plans.

**Deputy Manager– Retail Service Lead.- Jharkhand Dec 2012 – June2013**

* Responsible for Reliance Owned Retail Service related issues for stores spread across Ranchi, Jamshedpur and Dhanbad clusters consisting of 3nos RW’s(Reliance World) & 9nos RMS’s(Reliance Mobile Store).
* Major KPI’s being Interaction Satisfaction(ISat), Level1 Retention(L1), First Time Resolution(FTR), Prepaid to Postpaid Conversion(Pre to Post), E-Bill Registration and 1X to 3G conversion.
* Additional responsibility of organizing Customer Service cum Sales Camp at various Touch& Distributor Points of Jharkhand for the attainment of customer centricity and product promotion.
* Such activity will facilitate Customer Education, Product Demonstration, FWP Repairing, Sales Promotions & 3G Experience for Revenue Augmentation.
* Error free SR's are generated with full mandatory details per customer per month. Provide FTR resolution to all log complaints within SLA
* Ensure that SR closure within SLA /guidelines/audits to bring about desired eradication of errors & enhanced C-Sat scores. Immediate co-ordination with FED to close issue/unresolved complaints
* Timely and correct closure of all escalated issues, resolution against complaints and appropriate information against queries.

**Deputy Manager–Cluster Retention Lead. Jun 2009 – Nov 2012**

* Overall responsible for **PostpaidRetention**, **MNP retention** activities along with **Service Marketing**(**Prepaid to Postpaid Migration, 1X to 3G migration)** for Jamshedpur cluster.
* Also responsible for Customer Care activities for Jamshedpur cluster.
* Entrusted with the responsibility of looking after queries &complaints pertaining to post 3G launch.
* Error free SR's are generated with full mandatory details per customer per month. Provide FTR resolution to all log complaints within SLA
* Ensure that SR closure within SLA /guidelines/audits to bring about desired eradication of errors & enhanced C-Sat scores. Immediate co-ordination with FED to close issue/unresolved complaints
* Timely and correct closure of all escalated issues resolution against complaints and appropriate information against queries.
* Effectively handle queries at distributors / retailer's location for communicating appropriate information about the company's products and services.
* Accountable for enhancing company’s brand loyalty, by ensuring 100% CSAT and retention and subscriber growth.
* Promote our various products and VAS for incremental revenue market share.
* Provide training for all new services tariffs new recharge launched for correct communication to the customers.
* Ensure that training is provided on all parameters within schedule for a month and maintain proper reports
* Dip tests to be conducted periodically to check that front end executives have correct information with regards to services tariff and company process to ensure customer satisfaction.

**Reliance Telecom Limited January 1997 – May 2009**

**Deputy Manager – Cluster CSD Lead. Jan 2005–May 2009**

* Exclusively responsible for all the verticals of CSD services for Jamshedpur Cluster and spearheading a team of 3 on roll executives and 25 outsourced executives at sales point.
* Ensure 100% resolution of complaints received within TAT; assess customer feedback, analyze and evaluate areas of improvement to provide better customer service.
* Accountable for enhancing company’s brand loyalty, by ensuring 100% CSAT, retention and subscriber growth.
* Effectively handle queries at service provider / retailer's location for communicating appropriate information about the company's products and services.
* Adroitly escalate all the unresolved complaints immediately to the appropriate levels for prompt resolution and ensure welcome calls to all the new postpaid subs with proper explanation of credit policy, available services, and VAS etc. through team members.
* Prepare various MIS Reports to maintain a database of the Customer details and keep a track of various issues at service provider's locations and RTL office.
* Accountable for CAF Management, Customer Acquisition, Support, Billing, Credit Control, Collection, Churn Management and Retention.
* Proactively liaising with key postpaid subscriber and major corporate accounts(HNI) to retain their patronage in company's services and its customer centric policies.
* Implemented Life Cycle Management for Postpaid & Prepaid Customers of the cluster.
* Train the team members of the internal department and Service Provider's manpower on Customer Service and Retention thereby ensuring complete customer satisfaction and delight and educate the customers on various products, features and tariff plans.

*Selected Achievements*

* Was among the chosen few, for a company sponsored 7-day trip to South Africa to watch the semi final and final matches of ICC Twenty-20 World Cup in September’2007 for being the top performer in the circle.
* Posted outstanding performance by consistently exceeding targets and earned promotion with maximum percentage of Performance Linked Incentive

**Territory Sales Manager (Jharkhand) Jan 2001- Dec 2004**

* Effectively managed channel sales (postpaid & prepaid) in Ranchi driving initiatives across all domains in cellular operations covering sales, marketing, customer retention, customer-care, territory development, Sales MIS**.**

*Selected Achievements*

* Registered extraordinary performance consistently on sales and revenue parameters. Appreciated with several special increments and earned Performance Linked Incentives regularly.

**Territory Sales Manager (North Bengal) Jan 1997 – Dec 2000**

* Spearheaded company's sales effort in channel & direct sales (postpaid) segments in Siliguri (North Bengal) with additional responsibility for channel sales of Darjeeling and Gangtok in West Bengal.

*Selected Achievements*

* Registered 150% achievement of the target in channel & direct sales since commercial launch of cellular services in Siliguri (WB).
* Adjudged as the Best Sales Person of West Bengal circle for the year 1999 – 2000.

**Previous Assignments:**

**Senior Sales Executive - Modi Page Sept 1995- Dec 1996**

* Efficiently managed direct sales of Paging services and pagers of various international makes in Kolkata market. The industry nose-dived in oblivion following advent of cellular telephony.

*Selected Achievements*

* Awarded with “The Modi Korea Telecom” token of honour for being the most efficient and outstanding sales executive.
* Successfully concluded several prestigious corporate deal.

**ACADEMIC AND PROFESSIONAL CREDENTIALS**

**Diploma in Training & Development – Presently pursuing**

Indian Society for Training & Development – New Delhi

**Bachelor of Commerce, 1995**

Kolkata University- West Bengal.

**LANGUAGES KNOWN**

English, Hindi & Bengali

**COMPUTER SKILLS**

Proficient in MS word, MS Excel, PowerPoint**.** Working knowledge of SAP

**TRAININGS / SEMINARS ATTENDED**

Training on EFFECTIVE COMMUNICATION SKILL and PROCESS MANAGEMENT at XLRI, Jamshedpur

**PERSONAL**

* **Date of Birth :** 7th Aug 1970
* **Marital Status :** Married
* **Permanent Address:** Greenfield City. Block 49, Flat No-7A. E3-398, Jote Sibarampur. Mahestala. Kolkata-700141



**REFERENCES:** *Available upon request*