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| Pankaj Tiwari | **Project Delivery** professionalwith **11 years** of experience in **Catalogue Management,** **Customer & Merchant Operations, People Management, Vendor Management, Client Servicing, Process Automation** across **B2B**, **B2C** and **Publishing domains.**  |
| Telephone | +91 70652 93071 |
| Email | ptla2810@gmail.com |
| Marker | New Delhi |

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| Beaker**Professional Summary** | * Handling Merchant Onboarding, Helplines, Pre-& Post Sales Service, Process Automation, KYC.
* Working on Enterprise and Data Content Management System developed on various platform.
* Translate Business needs into technology requirements and to successfully manage all phases of projects from needs analysis and requirements definition to vendor, implementation, etc.
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| Tools**Key Skills** | * Customer Servicing
* Process Optimization
* Customer Engagement
 | * People Management
* Web Catalog Management
* Contact Centre
 | * Data Analysis
* Business Delivery
* Reporting & MIS
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| Employee Badge**Jun-2017****To****Present** | **Professional Experiences** |
| **Sr. Manager – Project Delivery** | Creativelipi Webtech (Partner: Indiamart), Delhi |
| * Managing business planning and operation for seller onboarding and customer catalogue of Indiamart.com
* Looking after catalogue quality improvement, driving operational metrics and team management, product conceptualization and feedback, automation driven accuracy and efficiency improvement
* Responsible for SLA, Quality, CSAT, Customer Tickets, AHT, Utilisation, SOP Improvements, Volume reduction and Escalation Management.
* Suggest changes in the service flow with regards to the service support ecosystem/architecture that are sustainable and growth-oriented (in CRM and customer centre operations)
* Report all sort of Management Reports as required for data-backed and decision making.
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| Employee Badge**Apr-2016****To****May-2017** | **Head – Web operations & Client Servicing** | Integrated Database (India Today Group), Delhi |
| * Oversee the end-to-end development of client websites and Service Delivery efficiency
* Responsible for stabilizing & building the overall B2B Platform along with huge Database of SMEs
* Managed 70-80 associates, with 07-08 Team Leaders as direct reportee, a cross-functional team of Developers, Designers, Email Marketing Team, Content Writers & Web Development Team
* Develop renewal strategy and plan to retain and grow the client base, with minimal client churn and drive improvement of team CSAT scores, productivity and efficiency
* Managed Tele Marketing process along with client retention and revenue generation
* Managed business Partnership & Tie-ups with Resellers, Publishers & DSAs across the country
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| Employee Badge**Dec-2013****To****Apr-2016** | **Manager – Service Delivery** | Getit India / Askme Malaysia, Delhi |
| * Handling web operations & customer support for int'l division of Askme.com
* Responsible for entire telesales, backend operations: taxonomy, content, sales support – both pre-& post sales – merchant/ advertiser on-boarding, reporting, accounts fulfilment & management.
* Managed data/content for website (sourcing & processing), graphics (category images, icons, banners, account images work), taxonomy (categories, keywords, attribute, synonyms & stop words etc.), vendor management, CRM, web support, subject training, administering resource as well as executing on-time delivery – this included SMEs, retails, brands & classifieds
* Managed call centre operations in Malaysia; included sourcing & upselling of merchant/ advertisers, getting merchants/ advertisers on-board & engaging them.
* Executed Go-To-Market strategy and successfully implemented the process in Malaysia
* Develop process work-flow, DFD, PRD & design in compliance with regulatory requirements
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| Employee Badge**May-2008****To****Dec-2013** | **Manager – Customer Ops & Delivery**  | Indiamart.com, Delhi |
| * Managed delivery of website, project and services, Quality Check, intra and inters department coordination, client servicing and people management
* Responsible for web operations and implemented strategies towards the improvement of catalogue designing and promotion, deployed on-page and off-page optimization for the website
* Implemented a process to track down duplicate account creations which assist in efficient customer service while pinning-down fraudulent activities & falsified information feeding
* Designed and led client verification process via call centre and catalog enrichment process via brochure collection activities
* Responsible for handling the complete life cycle process for client servicing and retention
* Ensured that the executives meet daily / monthly targets and sending reports to the management
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| Employee Badge**Jan-2008****To****Apr-2008** | **Research ASSOCIATE - OJT** RS Market Research, Delhi |
| * Managed Drafting or assisting in the preparation of research proposals
* Designing or assisting in the development of questionnaires and moderator guides
* Conducting in-depth data analyses using traditional and advanced methods
* Liaising with data partners and specialist consultants
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| Books**Academic**  | * P.G.D.B.M – EMPI Business School
* Bachelor's in commerce from Calcutta University
* Google Analytics Certification
* Google AdWords Certified on Display, Mobile & Shopping
 | 2006 – 2008 2005 – 200820172017 |