**Raja Nalli**

**Summary:**

* Experienced BPO Executive with 3+ Years of expertise in customer support and over 10 years in IT.

**Work Experience:**

Digital Interaction Advisor, Oct 21 - till date

[24]7.ai, Bengaluru, India

**Description**: Best Buy is a leading North American retailer specializing in consumer electronics, home appliances, and technology products. With a focus on customer service, the company operates a large network of physical stores alongside a robust online presence. Best Buy offers a wide range of products including TVs, laptops, smartphones, gaming consoles, and major household appliances. The company is also known for its Geek Squad service, providing tech support and installation solutions..

* Resolve customer complaints or issues by investigating problems, offering solutions, and escalating complex issues when necessary. This might involve managing returns, exchanges, or refunds.
* Answer questions related to products, services, store policies, and promotions in a friendly and informative manner.
* Assist customers with issues related to online orders, including cancellations, delivery tracking, and pickup orders from the store.
* Help customers select products based on their needs, preferences, and budget by explaining features, benefits, and compatibility.
* Ensure that all customer interactions and transactions are conducted in compliance with Best Buy's policies, procedures, and legal requirements.
* Stay informed about the latest products, technologies, and industry trends to provide the best possible advice to customers.
* Encourage customers to sign up for Best Buy's loyalty programs like the My Best Buy program, offering rewards and benefits.
* Participate in team meetings and training sessions to improve customer service skills and contribute to the store’s overall performance.
* Providing resources for customers to help themselves.
* SME (Subject Matter Expert) during the interim period, typically involves maintaining continuity, providing expertise, and ensuring that critical functions are handled smoothly during the transition.

**Freelancer**,June 2017 – Sep 2021

Digital Marketer. Bengaluru, India

**Description**: Promotes products, services, and brands via digital platforms, including social media, websites, emails, mobile apps, etc. Employ several technologies and tools to connect with the target audience online and zero in on the best digital marketing strategy to meet the business goals.

* Build an engaging website and create high-quality, valuable content to promote affiliate products.
* Partner with affiliates who promote products or services for a commission based on performance (sales, clicks, or leads).
* Ensure that your content is optimized for search engines to drive organic traffic (use relevant keywords, good user experience, and internal linking).
* Use platforms like websites, blogs, YouTube, social media, email newsletters, or even paid ads to promote affiliate offers.

**Sr. Software Engineer**, Hallmark Global Tech,Inc, Hauppauge, NY, USA, Apr 2013 – May 2017

**Description**: Design, development, and maintenance of software systems. Responsible for writing clean, efficient, and scalable code that meets business requirements, while also ensuring the software is secure and reliable. In addition to hands-on coding, lead the technical direction of projects, collaborate with product managers and stakeholders to define features and functionalities, and provide expert advice on system architecture.Mentor junior developers, guiding them in best practices, debugging, and optimizing code. A key aspect of the role includes conducting thorough code reviews to maintain code quality and ensure consistency across the team. Also responsible for troubleshooting complex issues, identifying bottlenecks, and resolving performance challenges. Contribute to the continuous improvement of development processes, advocating for automation, testing, and efficient workflows. Furthermore, stay up to date with new technologies and industry trends, proactively incorporating innovations that can enhance the application’s performance and user experience.

**Software Engineer**, Onward Technologies Inc, Rosemont, IL, USA, July 2008 – Apr 2013

**Description**: Primarily responsible for designing, coding, testing, and maintaining software applications that align with user requirements and business goals. Write efficient, reusable, and scalable code while adhering to best practices and coding standards, Collaborate closely with product managers, designers, and other team members to ensure features are developed according to specifications and deliver value to end users. In addition to coding, troubleshoot, debugging, and resolve issues in existing systems, ensuring high performance and reliability. Also participate in code reviews to ensure quality, share knowledge, and implement improvements in the development process. Continuously work to optimize the software’s functionality and performance, identifying and resolving any inefficiencies. Contribute to documentation, ensuring that code is well-documented and maintainable. Staying current with new technologies and methodologies, they seek ways to integrate innovations into application development to enhance user experience and system capabilities.

**Programmer/Analyst**,Onward Technologies Ltd, Chennai, India, Feb 07 – Jun 08

**Description:** Responsible for gathering and analyzing user requirements, designing software solutions, and implementing them through coding and testing. Collaborate with cross-functional teams to ensure the application meets business objectives and technical specifications. In addition to writing efficient code, troubleshoot and debug issues, optimizing performance and ensuring scalability. Also document system designs, modifications, and procedures to maintain clarity and facilitate future updates. Help maintain existing systems, providing technical support and addressing any operational concerns. Staying updated with new technologies, continuously seek improvements and incorporate them into the development process.

**Education:** Bachelors in Technology, JNTU, India.