

ROOHI NAKRA

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ORGANISATION MANAGEMENT

- Over 7 years of experience in operations, customer relationship, client management, service marketing, product development and employee engagement.
- Co-ordinate and conducted JOSH: Employee engagement program / activities.
- Vast experience in dealing with client requirements, related services and employee management.
- Firsthand experience in intra and inter organization teamwork.
- An effective communicator combined with flexible & detail oriented attitude with the ability to interact effectively

Areas of Expertise include:

- | | |
|-----------------------------------|-----------------------------|
| - Team Management | - Focused Client Management |
| - Employee Engagement | - Process Execution |
| - Product Execution | - Process Management |
| - Handling Recruitments | - Training and Management |
| - Quality and product development | - Employee Management |

EMPLOYMENT DETAILS

CONCENTRIX India Pvt. Ltd – Assistant Manager – Operations: September 8, 2021 – Present: Process : GAP

- ✓ Carrying out various activities including understanding client requirements, client management, focused process and service delivery.
- ✓ People management and attrition management by addressing employee concerns.
- ✓ Conducting employee performance reviews by smoothening out the entire work process.
- ✓ Roster, shrinkage and schedule management.
- ✓ Conducting employee engagement at work by carrying out JOSH.
- ✓ Carrying out quality checks and promote steps for quality and service level development.
- ✓ Carrying out basis hygiene activities at work to smoothen the work flow and to be able to provide as per client expectations.
- ✓ Designing the performance metrics and carrying out counseling for the employees for their career growth so as to promote growth within the organization.

CONCENTRIX India Pvt. Ltd. (Senior Analyst: CRM: Operations) (January 2018-September7, 2021) (Process: RENAULT and EETETISALAT)

- ✓ Working as a Senior Analyst (CRM Operations), carried out client interactions, daily briefings, weekly reviews, trainings and presentations on the work front. Also manage day to day operations of the process in co-ordination with the Quality department.
- ✓ Carrying out various activities including understanding client requirements, client data management, focused process and service delivery.

- ✓ Responsible for team and team's performance management, managing scheduling, shrinkage, attrition and daily activities to ensure the smooth running of a process.
- ✓ Client, customer and people management and improving training methodology and process standards
- ✓ Drive continuous management strategies along with the improvement in the team's performance with metrics management.
- ✓ Manage key training metrics like floor support, quality enhancements, trainings and presentations on new products / services / tools and process launch.
- ✓ Working closely with Ops and Quality team to design action plans and process standards.
- ✓ Carried out various employee engagement roles in-line with the HR Team.

CONCENTRIX India Pvt. Ltd.(Senior practitioner) August 2016- December 2017

- ✓ Carrying out various activities including understanding client requirements, client management, focused process and service delivery.
- ✓ Responsible for Successful execution of projects for Private Clients
- ✓ Working with a team for proper execution of projects

MANAGINEERS private limited – START UP: CAMPUS PLACEMENT (January 1, 2015- June 30, 2016)

- ✓ Worked as a Product Development Associate and CRM Officer
- ✓ Worked as a product development associate where the key role was to research and develop the product ADD-Ed (Questionnaires) and maintain its quality standards.
- ✓ Also taken up projects for Customer Satisfaction and CRM initiatives for the company's clients being a CRM officer. Being in a start up, worked from the level of aesthetics to the management level of the company that helped me enhancing multitasking and decision making capabilities.

PEOPLE INTERACTIVE(I) Pvt. Ltd. (Shaadi.com) March2014-Nov2014- Campus Placement Product Advisor – Market Development

- ✓ Worked as a Product Advisor, In People Interactive where the key role was to make relationship with the clients and enhance Service Marketing procedures of the company through accomplishment of targets.
- ✓ Organized walk-ins at the branch office - Lucknow
- ✓ Assisted in the employee recruitment process for branch office - Lucknow

ACADEMICS

PGDM – Retail and Finance from Jaipuria Institute of Management: 2012-2014

BBA in Aviation, Tourism and Hospitality Management from Flying Cats, Lucknow: 2008-2011

ISC from Lucknow Public College: 2008

ICSE from Lucknow Public College: 2006

PROJECTS UNDETAKE

- Customer Relationship Management
- Loyalty Program and Customer Satisfaction
- Complaint Handling
- Brand Management
- Consumer Buying Behavior

INITIATIVES AND ACHIEVEMENTS

- Awarded as best SME at Concentrix- Etisalat
- President Club at Concentrix- Highest recognition at Concentrix
- Awarded as the Cheer up Employee Engagement Facilitator- JOSH coordinator
- Performer of the year at Concentrix (2017)
- Received Extended Support Certificate thrice at Concentrix.

PERSONAL DETAILS

Date of Birth: 31st August, 1989
Gender: Female
Nationality: Indian
Languages Known: Hindi & English
Interests: Health and Fitness, DIY, Travelling

Reference: Available on Request

