

SHAHARYAR KHAN

PRODUCTS | PRICING | DATA ANALYST | CEX ANALYST

#Microsoft PowerBI PL-300 Certified #SQL # Microsoft Office

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Riyadh, Saudia Arabia

EXPERIENCE

Senior Customer Experience Analyst, STC Riyadh, Saudia Arabia

Feb 2023 - Present

- Develop a customer experience index for all business units and subsidiaries (KSA, Bahrain, Kuwait) to benchmark and track performance.
- Generate actionable insights and report them to top management, facilitating informed decision-making.
- Deliver actionable insights to business units, helping them to optimize operations and strategies.
- Manage and process business requests from all clusters according to established procedures, ensuring efficient handling and prioritization.
- Implement STC group's operating model across all Business units and subsidiaries as per the unified framework and then implement it with the collaboration of all teams.
- Employ customer journey mapping and analytics, following TMF best practices, to facilitate data-driven decision-making.
- Incorporate VOC and employee feedback to provide an external perspective and correlate key performance indicators (KPIs) with business outcomes.
- Elevate the customer experience at various touch points, both digital and conventional, leading to higher customer satisfaction.
- Holistic enhancement of customer experience, driving satisfaction and loyalty while also providing significant business value through improved processes and insights.

Assistant Manager Mobile Prepaid Customers Segments & Pricing (Marketing), Telenor Islamabad, Pakistan

April 2022 – Feb 2023

- Segmented ARPU increase by implementing a hybrid strategy that incorporates channel push/commission methods.
- Conducted company performance and trend analysis, covering revenue, market shares, regional and city performance, APPM & ARPU shifts, campaign results, and sales quality.
- Collaborated with the CVM team to design personalized campaigns on digital and retail channels, utilizing dynamic upsell content based on balance slab, base plan, location, and recharge amount.
- Led the omni-channel portfolio strategy across Fintech, MyTelenor App, and retail-based apps to ensure a seamless customer experience.
- Continuously monitoring customer behaviors by maintaining reports and dashboards to track various key performance indicators (KPIs) such as overall subscriber usage, segmentation, product subscriptions, churn rates, re-joiners, engagement, and other relevant metrics.
- Develop communication plans for new initiatives and coordinate with Sales & Distribution, as well as Regional/Circle teams, to track product uptake, sales quality, voice engagement, and penetration.

- Restructuring commission plans for product as per the business direction and resetting new sales criteria to curb fraudulent sales.
- Take ownership of key objectives related to voice subscriber base growth, combined revenues, product adoption (voice and data), service churn, and penetration among new subscribers.
- Explore multiple dimensions, such as geography, payment types, and life cycle, to gain insights beyond behavioral data.
- Translate opportunities into actionable initiatives and oversee their execution through product.

Assistant Manager FTTH Flash Fiber Products & Pricing (Marketing), Ufone (Etisalat Subsidiary) Islamabad, Pakistan

Nov 2020 – Apr 2022

- Led the launch of PTCL's Flash Fiber, establishing it as a top-tier FTTH service.
- Crafted and executed go-to-market strategies, boosting customer acquisition and enhancing brand visibility.
- Identified key customer segments based on socio-economic factors, competition, and needs, enabling tailored marketing and pricing strategies.
- Monitored company performance, focusing on revenue, market shares, regional performance, APPM & ARPU changes, and campaign outcomes.
- Implemented geo-targeted strategies to maximize availability in high-demand areas and launched promotions in underserved regions.
- Developed tiered pricing models and special promotions through competitive benchmarking and customer analytics, driving increased ARPU and market share.
- Coordinated with Sales, Marketing, and Operations teams to ensure smooth product rollouts and brand campaigns.
- Introduced bundled services such as IPTV, Landline, and Content partnerships, which heightened customer engagement and retention.
- Aligned product strategies with business objectives to drive FTTH growth and enhance customer satisfaction.
- Restructuring commission plans and revising new sales criteria to curb fraudulent sales.

Senior Executive Wireless (Marketing), Ufone (Etisalat) Islamabad, Pakistan

Aug 2018 – Oct 2020

- Analyzing the performance of new investments, such as new coverage sites and technology upgrades, and developing strategies to enhance their performance.
- Creating dashboards to monitor the performance of First Call Activation (FCA), main products, and other key performance indicators (KPIs).
- Holding monthly meetings with Sales/Segments teams to collaborate on devising plans for improving the performance of underperforming sites.
- Evaluating retailer performance based on past performance using SQL and dashboards.
- Conducting ad hoc commercial analysis to explore the relationship between products and sales, identifying opportunities for improvement.
- Developing business plans for new sites, Universal Service Fund (USF) plans, and upgrading sites to higher technology.
- Strategically planning new sites using ARCGIS to improve commercial KPIs and network coverage.
- Mapping franchise-to-retailer and franchise-to-site channels and updating franchise area changes in the system on a regional basis.

RF Planning Engineer, Huawei Islamabad, Pakistan

Jun 2016 – Jan 2018

- Antenna Design of new 3G/4G sites for coverage and capacity requirements.
- Using UNET tool for UMTS neighbor planning (inter/intra/IRAT), scrambling code planning.
- Design of new macro 4G/3G/2G sites to meet coverage and capacity requirements using UNET tool.
- Parametric BM of new UMTS Sites.

RF Planning Engineer, ZTE Islamabad, Pakistan

Jan 2015 – Jun 2016

- New sites and nominal planning using ATOLL tools for coverage.
- Using CNO tool for 4G/3G/2G neighbor planning, scrambling code planning, PCI planning, frequency planning which includes BCCH, HO, HSN, MAIO, BSIC, height orientation & parameter planning, scrambling code planning and also neighbor planning.
- Perform RF Planning, which includes New Site Planning, ARFCN Planning and Network Dimensioning-TRX Addition.

RF Executive Engineer, Ufone Islamabad, Pakistan

Oct 2013 – Dec 2014

EDUCATION

- **BS (Telecom Engineering) – NUCES FAST**, Islamabad, Pakistan _ 2008 to 2012
- **FSc (Pre-Engineering)** – OPF Boys College H-8/4, Islamabad, Pakistan _ 2006 to 2008
- **Matric (Science)** – Ibne Sina College, Lahore, Pakistan _ 2004 to 2006

TOOLS

- **POWER BI** (PL300 Microsoft Certified)
- **SQL**
- **Microsoft Office**
- **QGIS**