

## SYED ALI

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Current Location: Bengaluru

### SUMMARY

Result oriented leader with 6.8 Years of experience in start-up and in functions such as CustomerSupport operations, Customer experience, People management and Facilitation management. Effective at managing diverse team members and scaling up to accomplish business goals. Friendly and Energetic with exceptional communication, organizationand people management abilities

### SKILLS AND CORE COMPETANCIES

Functional Skills:	Managerial Skills:
<ul style="list-style-type: none"><li>• Setup Call Center</li><li>• Ramp up operations</li><li>• SLA management</li><li>• SOP Definition</li><li>• Call Center Tools proficiency</li><li>• Product Management</li></ul>	<ul style="list-style-type: none"><li>• Handle large size teams</li><li>• Training and Mentoring</li><li>• Team management</li><li>• People management</li><li>• Workflow management</li><li>• Problem solving</li><li>• Escalation management</li><li>• Performance management</li></ul>

### WORK EXPERIENCE (6.8 Years)

Company Name: DaMENSCH Apparel Pvt Ltd Bengaluru, India

Designation: Senior Manager – Customer Support Operations

June'20 - Ongoing

Setup and handled Call Center from start with 2 resources, which ramped up to 30+ resources in a span of 1.2 years. Processes handled are Inbound, Email, Outbound-NDR, all Social media channels and Escalations Support. Major highlights have been working on reducing cost per contact/order and reducinginteractions per order to improve experience while managing basic support operations.

- Plan Manpower based on order volume projection
- Identify needed resources, define action plans, evaluate performance, goal setting (KPI), conducting regular one to one and one to team meetings to ensure the Team's efficient operation plus career development of the team members individually. Also, continuouslyimprove existing policies, strategies and processes.
- Coordinating with CEO, multiple stake holders within the organization, Operations Manager, HR Operation & Third-Party Vendors.
- Provide leadership and direction to the Customer Support department to ensure it discharges its mandate and meets expected goals, measures and targets required to achieve customer satisfaction.
- Expertise in defining SLAs and building processes to ensure adherence.
- Good negotiation and empathy skills with customer-oriented attitude.
- Demonstrated ability to hire, promote and develop talent.
- Flair for analysis and creating insightful reports.
- Rigorous attention to detail.
- Successful in taking the initiative in getting order cancellation tool,
- To enhance delight customer experience came up with a plan to run a campaign by using XOXO platform.
- Excellent analytical abilities to grasp the key points from complicated details.
- Well-versed with the tools, concepts and methodologies of customer support management.
- Handled/Present WBR, MBR and QBR with VP's and CEO.
- Take up experience/cost projects quarterly and achieve them.

**Company Name: BigPhi Technologies PvtLtd (Turmswear.com)**

**Designation: Manager – Customer Support Operations**

**Aug'17 – Nov'19**

- Built out the Customer Support function in a start-up environment.
- Developed the functional specifications for the Customer Support Admin tool and worked with developers to bring the tool online.
- Created, authored, and maintained a full Support Knowledge Base and customer-facing Frequently Asked Questions (FAQs).
- Head of the cancellations refunds & returns.
- Preparing reports and doing variance analysis namely Return, Exchanges NPS and cancellation.
- Adding new options in the tool namely Turmscash, Refer&Earn.
- Started pilot process for dispatching the orders without call and confirm.
- Keeping the track of NPS (\*Net Promoter Score) NPS Analysis: A root cause analysis on main drivers for detractors.
- Authorize and ensure validity of customer returns, exchanges, check authorizations, voids, and discretion discounts.
- Ensured customers did not face any problem with third party payment gateway's.
- Managed abandoned cart/upselling/cross selling.

**Company Name: Forevershop.in**

**Designation: Manager – Customer Support**

**Sep'16 – Jul'17**

- Allocating jobs and workloads to staff.
- Establishing team and staff targets as a reflection of the company's objectives. Ensure organization's goal is achieved.
- Managed Play store ratings & ensured ratings are 4.5.
- Set up the process for social media.
- Maintained FB page star rating was 4.2.

**Company Name: Voonik Technologies Pvt Ltd.**

**Designation: Team Leader– Customer Support Operations**

**Apr'15 – Aug'16**

Report to VP, Head of Operations and manage all departments under customer support such as Inbound, Email, Chat, Sales, Call and confirm, Delivery fulfilment.

**Tools used:** Freshdesk, Ozonetel, Exotel, MS office 365, Google spreadsheet, Google Docs.

**Company Name: Big Basket Pvt Ltd.**

**Designation: Customer Support Executive**

**Mar'14 – Apr'15**

- Handled sales related queries of customers who were owners of products and who called in from India.
- Handled Inbound/Emails scenarios related to payments/ refunds/returns.
- Always maintained a very good track of C-Sat.

### **PROJECTS HANDLED:**

- **Setup call center** – Prepare SOP, Manpower Planning, Setup telephony and ticketing CRMs and Handle operations.
- **Reduce Cost Per Contact/Order** – Cost Project
- **Increase CX NPS** – Experience Project
- **Reduce Interaction to Order %** - Experience and Cost Project
- **Increase Email/Call CSAT & FTR.** – Experience and Cost Project
- **Implementation of new CRM/SaaS** tools like Freshdesk, ZOHO, XoXo, Cancellation tool, Zendesk, etc.

### **EDUCATION**

BACHELORS IN BUSINESS MANAGEMENT-Marketing  
*CMR Institute of Management Studies-Autonomous*

**2014**

Certified in SAP CRM from Willsys Technologies

### **PERSONAL DETAILS:**

DOB: 29.04.1991

Marital status: Married

Languages Known: English, Hindi, Kannada

Native: Bangalore, Karnataka

Interests: Playing and watching cricket, movie lover, travelling, listening to music

I hereby declare that the above furnished information is true to the best of my knowledge and belief.

Place: Bangalore

Date: