RAHUL LUDHANI, CSM

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Loyalty Solutions Head, Product / Program Management

Accomplished leader with extensive experience driving digital engagement and enhancing loyalty programs through innovative solutions and strategic partnerships. Spearheaded high-profile projects, programs, and products throughout my career with notable, successful results. Developed client-focused product roadmaps, optimizing CRM systems, and integrating advanced analytics to bolster customer retention and acquisition. Demonstrated success in boosting revenue growth and improving operational efficiency through process streamlining, system integration, and collaboration across diverse teams. Skilled in budget management, cost optimization, and leveraging data-driven insights to refine customer engagement strategies and elevate business performance. Renowned for strong stakeholder relationships to deliver impactful results in competitive markets.

CORE COMPETENCIES

Loyalty Program Strategy | Customer Engagement | Data Analytics | Web3 Technologies | Budget Management KPI Development & Tracking | Cross-functional Collaboration | Trend Analysis | Strategic

TECHNICAL SKILLS

Salesforce and LeadSquare CRM, Google Analytics, PowerBI, SQL, Jira, Confluence, MS Project, Visio, CHATGPT and AI

KEY CAREER HIGHLIGHTS

- ✓ Developed and implemented an enterprise-level Loyalty Management system, achieving system stability within nine months.
- ✓ Played a pivotal role on the executive project team for the Citibank and Axis Bank merger, ensuring smooth integration and aligning loyalty program strategies with new corporate objectives.
- ✓ Built a new Travel Edge Portal with a loyalty currency system called "miles," designed to support the launch of a travel-agnostic credit card for customers and internal stakeholders.
- ✓ Delivered projects ahead of schedule and achieved +100% YOY revenue growth, resulting in incentives exceeding 150%.

PROFESSIONAL EXPERIENCE

Twid Reward Global Services Pvt Ltd

Head of Partner Solution & Loyalty – Bangalore, Karnataka (Remote)   Oct 2023 – Present

Led end-to-end loyalty strategy development and implementation for multiple financial institutions, focusing on innovative solutions to drive customer engagement and revenue growth

- Increased rewards program revenue by 15% through strategic platform enhancements and process optimization.
- Boosted digital transaction efficiency by 50% by connecting two financial institutions and streamlining reward processes.
- Leveraged advanced analytics to assess customer behaviour, refining CRM strategies and increasing merchant acquisition rates by 30%.
- Managed program budgets, tracked costs, and deployed cost-saving measures, collaborating closely with finance teams to ensure optimal resource allocation.
- Explored Web3 technologies, including NFTs and tokens, to create innovative loyalty solutions.

Axis Bank (Aug 2018 – Oct 2023)

Vice President; Head of Loyalty & Rewards – Mumbai, Maharashtra   Apr 2022 – Oct 2023

Managed Loyalty P&L post-promotion, overseeing financial outcomes and driving revenue growth. Collaborated with senior leadership and cross-functional teams to streamline operations and meet business goals. Developed digital loyalty strategies, focusing on customer journey analysis, benefits design, and KPI monitoring to boost engagement. Led a team of 8 specialists and managed 3-4 vendors, launching an accrual and redemption portal for a loyalty system. Mentored a 10-member team, improving productivity by 30% and increasing customer satisfaction by 25%. Enhanced future purchase forecasts by 25% through performance metric monitoring and model development.

- Minimized system downtime 40% and increased user satisfaction 25% within six months by optimizing in-house systems.
- Amplified customer retention 30% through CRM campaigns in collaboration with a cross-functional team.
- Redesigned digital platforms for credit card/loyalty programs, increasing engagement 45% and reducing onboarding time 15%.

- Revamped CRM systems, driving 40% growth in new customer acquisition, 25% in retention, and 30% in operational efficiency.
- Improved project completion 35% and customer satisfaction 15% for the loyalty program by leading a team of product managers, business analysts, and QA personnel.
- Augmented customer purchases 30% and service delivery efficiency 25% by onboarding 4 vendors and strengthening partnerships.
- Propelled KPIs 30% and enhanced product features through user behavior analysis, leveraging Google Analytics and A/B testing.
- Increased customer engagement 30% and reduced costs 20% by implementing chatbots as alternative service channels.
- Advised business units on product knowledge, improving operational efficiency 35% and cutting TTM for new products 20%.
- Decreased post-deployment issues 40% by thoroughly reviewing functional specs and test cases.
- Enhanced app engagement 25% across web, Android, and iOS platforms by optimizing user journeys and interaction design.

Assistant Vice President; Head of Loyalty & Rewards – Mumbai, Maharashtra   Aug 2018 – Apr 2022

Developed a loyalty management system with an accrual engine, redemption engine, and integrated e-commerce platform for reward point redemption. Managed a portfolio of 10+ strategic projects, coordinating with various business units. Led system development, overseeing 1 Business Analyst, 2 QA resources, and the integration of multiple redemption channels.

- Led the development of a loyalty management system, integrating diverse redemption channels and increasing customer loyalty 20% with advanced CRM analytics.
- Analyzed product performance and enhanced loyalty features, driving a 25% boost in purchase forecasts.
- Raised customer retention 25% and engagement 40% through a digital rewards platform, collaborating with stakeholders/vendors.
- Improved decision-making accuracy 35% through data-driven product portfolio management models.
- Implemented financial planning and cost controls, reducing redundant expenses 15% and increasing profitability 10%.

Iksula Services Pvt Ltd

Vice President; Account Manager – Mumbai, Maharashtra   Sep 2014 – Jul 2018

Managed 15+ Ecommerce client accounts and resource allocation to meet goals and resolve issues within budget. Led a team of 40, including project managers, business analysts, and developers, ensuring timely project delivery. Delivered all projects within a 15 to 25 week timeline from kickoff to completion.

- Attained 95% project completion rates and initiated CRM upgrades across client projects with 10 business process consultants.
- Managed international production units, lowering delays 25% through enhanced coordination and process improvements.
- Doubled year-over-year revenue patterns through strategic client acquisition and business development efforts.
- Improved resource allocation practices, achieving a 15% cost reduction by optimizing operational efficiency and budgeting.
- Closed deals with over 10 new clients within a single year, which contributed to significant business expansion.

Kids Art Works Australia

IT Project Manager – Melbourne, Victoria   Aug 2010 – Aug 2014

- Coordinated project objectives, schedules, and strategies for successful execution in alignment with set standards.
- Revamped data analysis workflows to strengthen business intelligence, resulting in a 30% increase in investor interest.
- Supervised a 10-person team in managing intricate IT infrastructure for smooth operations and project success.

AWARDS & HONORS

- Recognized as best business analyst for the year 2011 and advanced to the project manager position for exceptional performance.
- Nominated as the employee of the quarter for generating notable revenue by altering the SMS campaign drafting.
- Awarded the Out of Box Innovation of the Year team for contributions to the Debit/Savings departments, responsible for creating various customer value propositions.

EDUCATION

Master of Science (MS) in Information Technology Project Management – Deakin University

Bachelor of Science (BS) in Information Technology – University of Mumbai

Certified Scrum Master (CSM) – SCRUMstudy

Advanced **CHATGPT and AI Tool** Certified