

# DEEPAK KAMAL LAMA

Mobile no: 9930836695

E-mail: lamadeepak@gmail.com

23 years' work experience in Customer Service, Field Operations, Revenue Management including 18 years in mentoring & managing by having a result-oriented approach and diligence in achieving personal and company objectives.

## Work Experience

**FSS (Financial Software & Systems Pvt Ltd)**

**October 2020 – Till Date**

Joined as an AVP for managing the ATM AEPS & FI Portal operations

**Job profile:**

- ✓ Own the partner relationships supporting the integration of the services, including developing & maintaining relationships.
- ✓ Responsible for managing the field management services for AEPS Business.
- ✓ Service delivery for all the FSS Bank Customers on the AEPS platform
- ✓ Vendor Management
- ✓ AEPS Operations team management & delivery
- ✓ Providing necessary business support
- ✓ Coordination with internal stakeholders (Finance, Purchase, Tech Ops)
- ✓ Managing helpdesk contact centre operations.

**MSWIPE Technologies Pvt Ltd**

**August 2015 – October 2020**

Joined as a DGM for managing operations of the service team, promoted as a GM for managing the overall CRM team Pan India with a team of 450 members with 4 Zonal heads 15 Area Relationship Managers

**Job profile:**

- ✓ Managing the daily activity of CRM field executives meeting the retail merchants.
- ✓ Managing the service verification team & customer retention team.
- ✓ Responsible to Plan, execute and achieve all the targets for multiple line of business like –
- ✓ Month on month business volume growth & maintaining a constant growth across the term.
- ✓ Own end to end P&L for mapped accounts.
- ✓ Use the Tools to co-relate and help customers, reduce cost and in-turn increase further business opportunity (e.g., Automation tools, BI tools & CRM)
- ✓ Farming for new business and/ or increase business in existing business.
- ✓ Optimization of revenue through new initiatives and process Improvement
- ✓ Work on top and bottom-line revenue through Budgeting and increasing cross sale at the same time reduction in expenses.
- ✓ Deliver the best Customer experience across functions.
- ✓ Meet and exceed SLA targets.
- ✓ Review performance and allotted KPI's on a regular basis
- ✓ Take corrective measures for improvement and better productivity & Customer service
- ✓ Prepare Incentive plan for the entire org structure.
- ✓ Analyse and prepare manpower requirement/optimization.
- ✓ Manage the Operations, Quality, HR, Training and all other functions related to CC
- ✓ Main focus on Revenue with the best Quality and Customer satisfaction.

Working as **Sr. Manager CRM** responsible for managing operations for Contact Centre & SPOC for CRM tool (Freshdesk) & its development/integration with telephony dialler & various internal applications.

**Job profile:**

- ✓ Contact Centre & CRM management for Musafir.com for flights operations
- ✓ Responsible to Plan, execute and achieve all the targets for multiple line of business like –
- ✓ B2C (Sales and service – Flights)
- ✓ B2E (Identifying & implementing the correct model based on market trend and customer requirement)
- ✓ Use the Tools to co-relate and help customers, reduce cost and in-turn increase further business opportunity (e.g. Automation tools, BI tools & CRM)
- ✓ Farming for new business and/ or increase business in existing business.
- ✓ Optimization of revenue through new initiatives and process Improvement
- ✓ Deliver the best Customer experience across functions like (Domestic & Int Flights)
- ✓ Meet and exceed SLA & Sales targets.
- ✓ Vendor Management (Telecom, Systems and Integrated solutions)

Working as an **Operations Manager** responsible for managing operations of **Radio Taxi/Airline/Exchange Board for Securities** Customer Service for a span of control of 220+ in Mumbai (**GO AIR, EASYCABS, SEBI**)

**Job profile:**

- ✓ Managing 24/7 customer service operations for various call centre activities.
- ✓ Managing dispatch department responsible to deploy vehicles for duties.
- ✓ Maintaining & controlling various targets as per SLA.
- ✓ Managing airport activities of staff in parking & booking counter for radio taxi service.
- ✓ Arranging & executing Monthly reviews with the clients on 1st week of the month
- ✓ Direct involvement in recruitment, selection, induction and ongoing skills development for all direct reports.
- ✓ Line management responsibility for Coaches/Team Managers who are responsible for managing the day-to-day operations for a team of Agents/Advisors handling customer queries and issues.
- ✓ Undertake formal quarterly performance reviews and one-one-one meetings with direct reports against KPI's.
- ✓ Apply a process of continuous review and proactive management of absenteeism and attrition across all teams taking appropriate action where necessary.
- ✓ Ensure actions from Employee Satisfaction survey are implemented and continuously reviewed.
- ✓ Overall accountability for training, development and mentoring of direct reports to provide opportunities for skills expansion and career development.
- ✓ Ensure client satisfaction surveys are undertaken and action plans implemented and reviewed.
- ✓ management of any client escalations relating to the Operational team's performance.
- ✓ Apply process for tracking of client satisfaction and complaints in terms of response and resolution.
- ✓ Ensure process audits are completed quarterly for each customer related transaction and improvement plans agreed.

Worked as an **Assistant Manager & Operations Manager** responsible lead generation/customer service/sales for both inbound & outbound processes. **TATA AIG, ICICI LOMBARD, AEGON RELIGARE, IPRU, HYPERCITY.**

**Job Profile:**

- ✓ Overall supervision of the Operations team with a team of AM/Team leaders/Quality executives monitoring the operations. Also coordinating with the support function departments like Training to impart SOFT Skills, Selling Skills and process training to new joiners.
- ✓ Managed the team to develop and secure leads and set up appointments for an outside sales team with mid- to upper-level management prospects.
- ✓ Designed a lead process that consistently allowed my team to lead in production and most appointments set every month.
- ✓ Redesigned the process to make it easier for the sales team to better utilize the information provided to them.
- ✓ Responsible for identifying, contacting, and tracking prospective clients, generating leads and qualifying high-quality business opportunities for the FOS team via outbound phone calls, emails, campaign letters and other resources.
- ✓ Process and maintain leads in prospecting database for weekly reporting.
- ✓ Work with Commercial Development, Marketing, and other teams as appropriate to create process to aggressively follow-up and qualify all print and direct campaigns.
- ✓ Maintaining and sending daily MIS reports to clients and management.
- ✓ Managing the data return team and perform final audit and ensuring accurate data returns to the client as per the formats specified by clients.
- ✓ Overall responsibilities for productivity and profitability & to ensure that all the process running are viable for the call centre.
- ✓ Ensure maximum capacity utilization by keeping a track of attendance and agents allotted for processes are productive.
- ✓ Analysing performance of every project & improve productivity. Having a 15 day review with the team for their targets, deficit and plan of action to cover for the rest of the month.
- ✓ Reporting centre performance to the management suggesting improvement to take it forward.
- ✓ Ensure adherence to SLA's as per contract by monitoring the process performance and complying with the clients' terms and conditions for smooth execution of the process.
- ✓ Managing primary dialler functions and ensuring the smooth implementation of all new campaigns
- ✓ In charge of recruitment of voice & non voice executives, TL's, quality control executives & coordinating training of the team.

**Achievements:**

- ✓ Implemented couple of new B2B and B2C processes and ensured their smooth execution.
- ✓ Implemented the hourly production monitoring systems to analyse the best production hours and improve productivity.
- ✓ Enforcing timely appraisals of employees for motivation and retention and hence reduce the % of attrition.
- ✓ Successfully implemented 24x7 call centre support model for one of the leading Retail outlets of India.
- ✓ Transition done for 3 Insurance & 1 retail store processes.
- ✓ Superseded the client targets for 4 subsequent months in a Health Insurance process.
- ✓ Scaled the number of seats from 30 to 80 for a life and investment lead insurance process.
- ✓ Scaled the number of seats from 15 to 65 for a pension plan lead generation process.

Worked as a **CSA (Pilot Batch)** for Tech Process & **TEAM LEADER** with **ICICIONESOURCE** & reported to the Asst Manager for a UK credit card process.

**Job Profile:**

- ✓ Working as a **Sr. Tech Support Exec** in the Escalation Team (highest level of support in **Microsoft**) giving technical support for customers based in U.S & Canada.
- ✓ Making reports & collating data about all resolved & unresolved queries & sending it across before the EOD.
- ✓ Collecting daily case trackers & ensuring confirmation from entire team & sending the same to Managers.
- ✓ Making sure all team members login on time & complete the required login hours.
- ✓ Chosen as SPOC (single point of contact) representing the escalation team to collect issues related to product & service from frontline engineers and forward the information to Microsoft Tech Assist.
- ✓ Providing **Inbound Customer Service** for a leading [U.K] **Marks & Spencer** Credit Card and Store Card including sales for Payment protection Insurance, Loans, Card protection and Balance Transfers.
- ✓ Handled a team of 17 for 6 months in Lateral Movement, which included taking care of their appraisals, attendance, salary issues & to ensure that the team meets the S.L.A.

**EDUCATION & OTHER QUALIFICATONS**

- ✓ MBA from (Welingkar Institute of Management) cleared with distinction.
- ✓ B.A in English & Communication.
- ✓ NISM certified for Mutual Fund.
- ✓ RTI & Dialler tech exposure to Genesis, Aspect, Avaya, Voitekk, Knowlarity, Freshdesk, Ameyo
- ✓ Advanced Diploma in Computer Hardware and LAN Engineering from JETKINGS SCHOOL OF ELECTRONIC TECHNOLOGY. (Thane) 1996-97
- ✓ Completed Course of Computer Support for Networking Applications 4.1 (CNA 4.1) at JETKING INSTITUTE [THANE] 1996-97
- ✓ Personal Highlights: Confident, Flexible at Work, Good Communication & Analytical Skill

I Look forward for an opportunity to discuss the position and what I can do for the company.

I believe my personal vision and values align with your brand and that I'd be a great fit for your organization.  
Thank you for your time in reviewing my resume.

Warm Regards,  
Deepak Kamal Lama  
9930836695