


RESUME

A.ABDUL RASHEED DEEE., B.E.,
Operations | Customer Experience



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Profile Summary

I am seeking an opportunity to merge my initiative and enthusiasm with 6.5 Years of proficiency, to add value, both to the organization and myself. To aim at expanding my horizons and Developing skills in the field of Operations and Customer Experience to working in a dynamic environment that provides opportunities for my growth and organization.

Skills set

- Microsoft office
- Data Management
- CRM
- Operations
- Sales & Marketing
- MEP Engineering
- Safety Management
- Order management
- Product management
- Autocad

Work Experiences

❖ Zolostays Property Solutions Pvt. Ltd. Chennai, India

- **Operations & Customer Experience Manager – Sep 2019 to Present**
- **Senior P&L Executive- Jan 2019 – Aug- 2019**

Achievements and Tasks:

- Built a cluster and lead a team of 5 Property managers and 3 MEP Engineers.
- **Operations:** Driving the Operations team for Customer Onboardings with making of good Onboardings experiences, checking of KYC, Collecting the Payments, managing the properties/ customers through CRM (ERP Enterprise), Property upkeep, Customer support in all aspects, Customer intelligence survey, controlling churn and conducting customer engagement program.
- **Sales:** Driving the Sales & Marketing team for generating leads through digital platforms, field marketing, B2B & B2C sales and making cold calls to meet their expectations and convert maximum number lead conversions with respect to deliver monthly business targets and generating Min. Of 95% of potential revenue for a month. Tie up with nearby major corporate for providing a hassle free and safe stay to their employees and generated maximum number of revenue from B2B sales alone in the pandemic.
- **Customer Experience:** Offering a cumulative impact on all multiple touch points to the customers and making the good customer experience to stay with us for long time, getting referrals, and achieved the NPS above 45%. Addressing and resolving the customer's queries and tickets through a tool of Zendesk for hassle free queries/complaints within a TAT of 72 hours and improved the CSAT score.
- **Growth Strategy:** Identified the demand centres, analysis of demand supply and forecasting, made good relationships with Owners/builders for property acquisition, negotiating the financial model of Revenue sharing/Management fee model. Formulated a cluster/micro cluster for expanding the business throughout the assigned area from 2 properties to 13 properties.
- **Cost Management:** Driving the cluster with profitability and decent CM% with respect to do the regular P&L analysis, EBIDTA and keeping touch with finance team for getting inputs. Controlled various expenses in the pandemic, negotiated with the stake holders for Occupancy adjusted/reduced owner payment model and saved 1 million/per month in my cluster and the Operational cost is reduced from 3 lakh to 2 lakh per month.

➤ **MEP Operations Engineer – July 2018 to Jan 2019**
Zolostays Property Solutions Pvt Ltd. Chennai

- Led a team for improving the property activation process, item specification standardization, and central vendor management as per SLA.
- Regular Preventive maintenance of Appliances, Electrical and Plumbing, DG, AC, OHT, STP, RO, Fire fighting systems.
- Defined SOPs, standardized item specifications for the steps involved in the property activation and upkeep process, reduced property go-live TAT by 48%, resulting in monthly savings of INR 3.5 lakhs/ month.
- Installation of Wi-Fi, DTH, Biometric system, CCTV system in the Property.
- Implementation of Wi-Fi management system to introduce user-level accounts, data limits which resulted in cost savings.
- Designed weekly, monthly, quarterly performance measurement metrics for the operations team.

❖ **Giesecke and Devrient MS India Pvt. Ltd. Chennai, India**

➤ **Technical Assistant - Nov-2015 to March-2018**

- Handled Order, inventory management and Supply chain management.
- Day to Day Bureau operations of Multiple Banks/Variants financial cards data feeding, fulfillment and order dispatched Processing in TAT 24hours without an error as per the regulation of NPCI and SLA.
- Bank customer's data handling in encryption and decryption through HSM tool.
- Defined SOPs, Lean in methods (POKA-YOKE, JIT, Kaizen, Kanban, 5s, 6 sigma)
- Handled multiple variant Matica& Data card embossing and image printing Machineries.
- Maintain good relationships with multiple banks' card order management POCs for orders and data issues/queries.

Achievements

- Dispatched a huge volume of 1 lakh banking cards in a day and without an error.
- Tied up with 10+ manufacturing and automobile corporate at oragadam cluster for employees housing with safety measures in the covid curfew and generated revenue of 10 lakhs/month alone.
- Managed profit and loss in the covid times, renegotiated the monthly payments with stakeholders and saved around 8lakhs/month from my cluster to the firm.

Educational History

- **Bachelor of Electrical And Electronics Engineering (Full Time) 2012-2015**
M.A.R. College of Engineering And Technology, Viralmalai-621316(A Group of M.I.E.T. Trichy), Anna University, Chennai
CGPA-7.4 – First Class
- **Diploma in Electrical and Electronics Engineering (Full Time) 2009-2012**
MIET Polytechnic College, Trichy-07
Percentage-87.36% - First Class with Distinction
- **SSLC-Matriculation (Full Time) – 2008-2009**
DhanalakshmiSrinivasanMatriculationHr.Sec.School,Trichy-03
Percentage- 73.5%

Certifications& Training Programs

- PG Diploma in Electrical Safety and Safety Management (Part time) Annamalai University – 2014 to 2015
- Training Program in Operations management related to Banking cards Handling- Giesecke and Devrient – Sep 2015
- Training Program in Operations related to Customers data analytics and Tickets Handling- Oct 2018
- Course completion in Product & Customer Relationship Management at Great learning platform – Dec 2021

Personal Details

Father's name	:	A.ABDUL KAREEM(Late)
Date of Birth	:	07Dec1993
Gender	:	Male
Marital status	:	Married
Religion	:	Islam
Nationality	:	Indian
Languages known	:	English, Tamil, Hindi, Urdu

Yours Faithfully
A.Abdul Rasheed