

Simran Kaur

Senior Business Operations Executive

Strategic and results-oriented Business Analyst with over three years of diversified experience in client relations, account management, business operations, and new business development. Possess strong leadership qualities, outstanding communication abilities, and a track record of accomplishments. Looking for opportunities as a Business Analyst to change firm procedures into novel, affordable solutions that will result in more successful operations.



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08 April, 1996



PROFILE SNAPSHOT

- Over 3 years of expertise in designing call flows, conducting a thorough study of all IVR Applications systems and business requirements, and maintaining thorough technical documentation, including functional and technical designs and programming standards.
- Managed the applications for customer relationship management (CRM). Responsible for maintaining the CRM systems, including updates, improvements, report-building, dashboard management, workflow management, and security. Executed daily administrative and user-support chores and kept an eye on how end users use the systems.
- Accountable for coordinating with user focus groups for call flow optimization, refactoring, testing, and tuning fixing technological problems by helping and debugging development and testing operations, identifying and addressing the fundamental causes of application problems through analysis and troubleshooting.
- Responsible for providing technical support for creating and maintaining enterprise-based IVR systems and suggesting efficient ways to improve the functionality and operations of voice user interface applications.



WORK EXPERIENCE

Senior Business Operations Executive

AMEYO (DRISHTI SOFT SOLUTIONS PVT. LTD.)

08/2021 - Present

Ameyo, a brand of Drishti-Soft Solutions Private Limited, sells infrastructure software. The Company is an omnichannel customer engagement platform that assists companies in streamlining their customer support, customer service, and collection processes.

Achievements/Tasks

- Ensuring that Salesforce systems and products run as efficiently as possible. Updating and configuring Salesforce systems for optimal integration.
- Controlling all facets of user and license administration, such as the creation and deactivation of new users, roles, profiles, permissions, and public groups.
- Supporting team members and keeping an eye on Salesforce tool uptake in the organization. Dealing with user support tickets.
- Determining requirements and obtaining them from users and stakeholders.
- Continually instructing users and producing training materials as necessary.
- Creating unique reports and dashboards, as well as maintaining the sales cloud. Carrying out database maintenance activities, such as duplicate entry removal and diagnostic checks.
- Recording procedures, such as modifications to field history tables and error reports. Making reports for the sales department and other departments.
- Managing the data input into Salesforce and all technology resources related to sales. Building an account on SFDC and performing MIS data preparation.



SKILLS

Salesforce Administration

Strategic Planning

Data Analysis

Workflow Analysis

Project Management

Requirement Gathering

Salesforce CRM

IVR Design, Development, Testing,
and Implementation

Client Handling

Employee Relations

MS Excel

Analytical Skill

Time Management Skill

Problem Solving Skill

Excellent Communication Skill



EDUCATION

• **BE**
AIMT, AKTU

2018
Lucknow

• **Intermediate**
Lucknow Public School, CBSE

2014
Lucknow

• **SSC**
Lucknow Public School, CBSE

2012
Lucknow



WORK EXPERIENCE

Product Engineer

AMEYO (DRISHTI SOFT SOLUTIONS PVT. LTD.)

10/2018 - 07/2021

Achievements/Tasks

- Deployed all voice applications and handled data transport.
- Configured, installed, and maintained a complex IVR application for clients in other countries.
- Developed multilingual IVR programmes for call centres and round-the-clock assistance lines.
- Created speech recognition codes and a database for the IVR for employee login.
- Delivered IT helpdesk with online assistance and training.
- Collaborated with the quality assurance team to ensure the production of high-quality products. Helped with the performance evaluation and documentation each week.
- Offered practical guidance and high-level technical support to various members of the development team. Interacted with the IT team and business users to swiftly resolve operational (functional and technical) and project challenges.
- Maintained knowledge of new Salesforce features and functions and making suggestions for process enhancements.
- Controlled the delivery of CRM configuration, specialized assembly development, integration code, and data migration scripts for the Microsoft Dynamics, CRM-based project.
- Provided project feasibility and technical pre-sales support, as well as assistance to business partners in administering and operating user group forums.



ACHIEVEMENTS

- Recognized and awarded for the national-level project 'Reduction of Soil Salinity Through Magnetized Water'.
- Participation certificate from Robocon National, India's largest and most cutting-edge robotics event. (2017)
- Certificate of participation in the school-level Science and Mathematics competition.
- CCC qualifying certificate by NIELET.
- Winner of the HORLICLS WIZ KIDS competition's top prize. (2011)



LANGUAGES

English



Hindi

