



Kranthi Kumar P

MBA graduate and an experienced Consulting Analyst with domain expertise across SFA/CRM processes in Cloud Networking, Travel & Hospitality, and exposure to American Healthcare & Insurance industry. Close to 6 years of IT/Management Consulting experience with an exceptional record as Implementation Consultant in delivering agile solutions through scrum management.



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KEY SKILLS

- Salesforce CPQ/CRM
- Business Analysis
- Agile Methodologies
- Project Management
- Strategic Planning
- Leadership & Teamwork
- Microsoft Suite
- User Acceptance Testing
- Quality Assurance

CERTIFICATIONS

- Salesforce Administrator
- Azure Fundamentals
- IBM Blockchain Essentials
- Google Analytics
- Bloomberg Market Concepts
- NCFM Banking module

EDUCATION

- B. E (Electronics & Communication), Osmania University, 2013
- MBA (Finance & IT Consulting), DMS IIT Delhi, 2018

EXTRACURRICULAR

- Co-Founder of NIVAH, Social Initiatives wing of IIT Delhi
- Volunteered for teaching at primary schools in Bengaluru

WORK EXPERIENCE

Cognizant

Consulting Analyst, Bengaluru

[May/2018- Present]

Salesforce CPQ IT Solution Design – Client: One of the top 100 digital companies in the world

- Delivering strong advisory services in the areas of sales enablement & assessment through custom-built CPQ platform using Salesforce Automation and Sales Cloud integration
- Working closely with Deal Management Team and IT leaders of the client organization to plan & execute transformation of CRM processes and digital programs
- Involved with consulting led assignments in the areas of sales app rationalization and optimization that includes achieving the platform synergy following acquisition & merger of products for online business
- Headed the incremental cutover migration of sales tool from Model N (Quote-to-Cash) to Salesforce CPQ (Configure-Price-Quote) platform and followed by two full cycles of salesforce implementation
- As IT Product Owner, closely engaged with business stakeholders to maintain prioritized product backlog
- Performed fit-gap analysis on functional areas for business process improvement and develop a control plan
- Facilitated the UX design by conceptualizing the user path in quoting and helped in boosting the sales efficiency
- Aided the design of deal scoring matrix to automate the salesforce approval process and prop up order booking
- Augmented CPQ services to track purchase history and support renewals for Installed Base services
- Acted as Scrum Master to guide implementation team towards effective collaboration and accelerating velocity by handling conflict situations.
- Drafted user stories with detailed acceptance criteria to minimize ambiguity and avoid scope creep

CRM Advisory & Solution Implementation – Client: A Fortune 500 Online Travel Shopping Company

- Consulted in benchmarking existing business capabilities against the loyalty management trends of global travel and hospitality players, to modernize the in-house mobile wallet system
- Modelled customer experience journey across mobile platforms and generated insights/recommendations
- Elaborated solution-based architecture for the rewards management system and designed a phased high-level implementation roadmap to achieve maximum customer retention and repeat business

Management Consulting Intern

Salto De Fee Consulting, Gurgaon

[May/2017 - Jul/2017]

- Worked as Business development analyst and performed gap analysis to find drawbacks in adaption of in-house feedback application 'Karma Notes'
- Conducted holistic market research on trends in performance management across organizations in country
- Published a white paper 'State of Performance Management System across India in 2017' post the research survey analysis and review with Principal Consultant, HR & Business Leaders
- Remodeled the feedback application based on PMS 2.0 insights to enhance the customer experience
- Organized sales infrastructure and prospective client information for revenue generation

QA Engineer

Infosys Limited, Hyderabad

[Oct/2013 - Jul/2016]

- Primarily worked as SPOC for offshore quality assurance team from Hyderabad location
- Assisted the business requirement gathering/analysis sessions for Electronic Data Interchange (EDI) portal
- Performed risk-based assessment of IT systems, policies, and practices to ensure compliance with HIPAA for a leading American Healthcare Client – Horizon BCBSNJ
- Spearheaded automation of claim filing process for clients in the areas of Professional & Institutional billing, Medicaid, Medicare programs which reduced the manual testing effort by more than 70%
- Bridged the gap between new & legacy healthcare IT solutions by collaborating claim adjudication (NASCO), data integration (INFORMATICA), and middleware process to achieve end-to-end integration
- Worked on FNOL & ICS platforms; tracking work estimates, test execution and defect reporting using JIRA

ACHIEVEMENTS

- Received 'Sapphire Award' in Cognizant for implementing seamless migration of quoting platform
- Appreciated by sales team for drafting workshop deck to run design thinking session
- Campus Runner-up in YES BANK Transformation Series