APEKSHA NANDANWAR

LEAD CONSULTANT, CUSTOMER SUCCESS ⚲ PUNE, INDIA 📞 9158927256

DETAILS

Pune
India
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LINKS

Linkedin

SKILLS

Ability to Learn Quickly

Business Analysis

Communication Skills

Agile Project Management

Marketing and Sales Operations

HOBBIES

Travelling, Cooking, Dancing, Singing

PROFILE

Experienced and passionate Business professional with over seven years of experience evaluating and improving business systems for well known organizations. Dedicated team leader with the ability to effectively manage and achieve project goals, leveraging my complex understanding of business strategy concepts. Bringing forth a proven track record of effectively researching and analyzing business processes and procedures and designing and implementing business solutions.

EMPLOYMENT HISTORY

Customer Success Manager at Salesforce (Contractual Role), Pune, India
July 2021

- **Working in Salesforce Customer Success Group - Building strong relationships with customers**. Working closely with the key customer stakeholders alongside internal **Sales, Customer Support, and Product Management** teams to ensure our services are delivered successfully and monitor their experience with Salesforce Products and Services.
- **Educate customers on Salesforce products (Sales Cloud/Service Cloud)** and ensuring they are optimizing Salesforce products or services to receive the highest ROI. Responsible for managing renewal accounts for **India Region** and save attrition.
- The primary goal is **to gather customer requirements, evaluate the customer needs and provide the best Salesforce solutions** to fulfill the requirements. Ensuring high levels of customer satisfaction and **minimize customer attrition** leading to strong renewals and Salesforce business growth opportunities.
- Helped to increase customer retention by striving to create wonderful customer experiences by increasing Salesforce Adoption, regular Success check-ins, providing recommendations to the customers and hosting Customer Webinars/Workshops.

Senior Business Analyst at TSYS Card Tech Services, Pune, India
November 2020 — April 2021

- Review organization's **Sales & Marketing business processes** and identify opportunitiesand strategies to improve business efficiency using **SCRUM & AGILE framework in Salesforce environment.**
- Creating **Salesforce User Stories, Prioritization & managing sales business improvement** processes. **Implementation of Salesforce solutions** to optimize business processes. Creating **monthly performance reports & analysis** for all the Stakeholders.
- Handling multiple **Salesforce Sales Cloud** projects **on Continuous Improvement Track – Sales Operations Improvement and implementation of AP ecommerce project.**
- Maintaining, testing, and improving business and systems operations. Building andmaintaining relationships with key stakeholders.
- Communicating ideas and viewpoints to senior management. Identifying and addressing operational, financial, and technological risks within the business.
- Acting as a liaison between business and IT groups.

Business operations Specialist at Veritas Technologies, Pune, India
August 2018 — November 2020

- Working with **Executive level** teams on **Demand Generation and GTM Strategy,** FY21 Sales Enablement to achieve **5% growth** target.
- **Operations** Lead for Global Marketing Engagement Team in WFO Organization.
- **Salesforce Projects** – Migration of Campaign Management and Lead Management from Oracle Sales Cloud to Salesforce Lightning. Data Management in Salesforce Sales Cloud.
- Streamline **Salesforce Mass Upload Process/Data Loader Process**. Implementation of **Salesforce Reports and Dashboards** for Global Sales Ops Team.
- Handling multiple projects on business process improvement and Transformation on Sales and Marketing Operations.
- **Marketing Operations Enablement** - Campaign Management, Lead, and opportunity Management, Reporting and Analysis.
- **Project Consultant** for Value Management Office (VMO) project – Sales Enablement/Cross-sell, upsell and Business Case portal.
- **CRM Projects – Territory Management, Sales Compensation,** working with cross functional teams on innovation and process excellence.
- Co-Lead for Skill enhancement and Learning Management program. Experience in Sales processes, customer service, or to coordinate and advice for strategic outcomes.
- **Provide the business insights to the sales leaders and product managers.**
- Worked with EMEA New Business/Renewals Quoting Team on Process Excellence – Contract Lifecycle.
- **Business Systems Process Improvement** – Working Closely with IT, Product Management, Business Leaders on Process Improvement.
- Worked on Sales Incentive Partner Program (VTIME) for Partner Business Enablement Program to achieve 14% financial growth in Partner Business.
- Implement **Channel Business Improvement** Methodologies to achieve the channel business growth target.

PMO Analyst at Tech Mahindra, Mumbai, India
July 2015 — December 2017

- **Project Procurement**, Budget Forecasting & providing existing project plan based on **Account Receivables.**
- Managing 400+ Resource Billing/Allowances, T&M Resource Management, On boarding/Off boarding, Initiating BGV process & monitoring till its closure. Timesheet Management & Project Invoicing & Billing.
- Handling hiring procedures in the multiple projects in BU.
- Handle both T&M & Fixed Cost projects and aligned with Project Management & Financial deliverables.
- Creating & presenting Staffing report, operation report & financial report to the client.
- **Stake-holder Management** – connect to customers on Project Strategies, Project Timeline, Process Improvement, Project Delivery. CSAT Analysis, Work Order Requisitions, Approvals, PO process.
- **Change Management** - Creating and conducting the coaching/training sessions, including e-learning for various audiences, including customer management and leadership.
- Risk Management - Performing a risk evaluation: Evaluating the company's previous handling of risks and comparing potential risks with criteria set out by the company (cost/legal requirements). Building risk awareness amongst staff by providing support and training within the company.
- Handling project related issues & escalations.

EDUCATION

Bachelor of Engineering in Computer Science, Shri Ramdeobaba College of Engineering and Management, Nagpur, India
August 2012 — May 2015

Graduated with CGPA - 7.7

Diploma in Computer Engineering, Government Polytechnic, Nagpur
August 2009 — May 2012

Graduated with Distinction - 86.40%

★ TECHNICAL SKILLS

Salesforce Certified Administrator
September 2021

Salesforce Certified Service Cloud Consultant
September 2022

Project Management Certification Accelerator Program, Pune
February 2020

★ HONORS AND AWARDS

WOW Awards In Veritas Technologies, Pune
December 2018 — November 2020

Have received 5 awards in VERITAS Technologies, below are 3 Stakeholder Awards -

- WOW Award - *Inspire trust with integrity and accountability*
- WOW Award - *Excel as a team through collaboration and inclusion*
- WOW Award - *Inspire trust with integrity and accountability (Top Performer)*

PAT ON BACK Awards in Tech Mahindra, Pune
February 2016 — December 2017

- *PAT ON BACK* Q4 2015-16
- *PAT ON BACK* Q2 2016-17
- *PAT ON BACK TEAM Award* Q4 2015-16

👥 INTERNSHIPS

Marketing Strategy Analyst at UPS Supply Chain Solutions, Alpharetta, USA
January 2022 — April 2022

- Gathering data and perform analyses to develop/evaluate UPS's marketing strategy - MCCU, SKIIP strategy.
- Track relevant trends, works with marketing research, and conducts customer meetings to understand customer needs.
- Create and Analyze BPR and Strategic trends using in-house reporting tools and secondary data sources like (TI Insights, Mckinsey, Statista) to gather data for analyses and decision-making.
- Summarize and communicate the results of analyses to key stakeholders throughout the organization – mainly responsible to provide MCCU Insights to the higher management.
- Identifies the key trends in each region/product to determine how they impact customers, industry, competitors, and UPS.
- Develops metrics to determine the effectiveness of marketing programs and tracks region/product performance.
- Analyzes and program management to assist in the development and execution of digital marketing strategies.

📣 REFERENCES

References available upon request