Name: Rubina

Team Lead/ Project Manager / Product Manager/ Senior Business Analyst/ Customer Relationship Management

**Professional Summary**

* Results-oriented professional with over 10+ years of experience in Customer Relationship Management, problem-solving, and revenue allocation.
* Adept at understanding business strategy and designing targeted approaches to meet daily targets and maintain key customer KPIs.
* Experienced in managing stakeholder relationships, particularly with finance and segment teams, and skilled in driving special incentive program implementations.
* Proficient in Excel for reporting and analysis, with a strong background in transitioning projects, scoping changes, and establishing milestones.
* Demonstrated ability to lead teams, manage risks, and drive execution while effectively communicating with all levels of business, including senior leadership.
* Skilled in problem-solving, conflict resolution, and influencing structures to achieve strategic goals.
* Experienced in building and publishing SNOW reports, managing global sales quota setting, and developing performance tracking systems.
* Proven track record in designing and administering sales incentive plans, developing educational presentations, and consolidating performance data for executive reviews
* Expertise in leveraging CRM tools and data analytics to drive strategic decisions and enhance customer engagement. Adept at creating and implementing process improvements to optimize operational efficiency and boost customer satisfaction.
* Strong background in cross-functional team collaboration, including working with IT, marketing, and operations teams to align strategies and execute projects successfully.
* Strong technical skills in Power BI, Tableau creating dashboards for analysing the data and to measure the risk factor and compete with the similar companies in the market.
* Expertise in working &amp; coordinating with the global cross functional teams and communicating with them efficiently to understand the business needs and goals to deliver the output.
* Developed and maintained the Requirement Traceability Matrix (RTM) for the project deliverables.
* Managed defects using Defect Tracking Tool to track the bugs and maintain Issue logs.

**Key Highlights**

* **Customer Relationship Management & Problem-Solving:** 10+ years of experience in managing customer interactions, resolving complex issues, and enhancing customer satisfaction through tailored solutions.
* **Business Strategy & Revenue Management:** Expertise in understanding business strategies, managing revenue allocation, and handling exception requests.
* **Performance & Reporting:** Proficient in Excel for comprehensive report preparation and experienced in building and publishing SNOW reports. Capable of designing advanced dashboards and visualizations to present key metrics effectively.
* **Project Management:** Skilled in project transition, scoping changes, managing execution plans, and driving projects to successful completion. Experienced in implementing project management methodologies and tools to ensure timely and efficient delivery.
* **Communication & Leadership:** Strong communication skills with a focus on senior leadership interactions, team management, and fostering teamwork. Proven ability to influence stakeholders and drive organizational change.
* **Incentive Programs:** Experience in driving special incentive programs, configuring effective plans, and analysing program performance to ensure alignment with business objectives.
* **CRM & Data Analytics:** Expertise in leveraging CRM tools and data analytics to drive strategic decisions, improve customer engagement, and optimize operational processes.

**Education**

* Bachelor Of Engineering – BSc Computer Science , Vignan Institute of Engineering, India 2014

**Technical Skills**

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| --- | --- |
| Tools | PowerBI, ServiceNow. |
| Software Methodologies | Waterfall Model, Scrum . |
| Microsoft Office Suite | MS Project, MS Word, MS Excel, PowerPoint |
| Database | SQL Server. |
| Database Tools | SQL Client, TOAD, SQL Developer. |
| Operating Systems | Windows 7, 10, XP, MAC OS X, Windows Server 2008/2003, Linux |

**Professional Experience**

**NIH, Maryland, MD Jul 2024 – Till Date**

**BA/PM Lead**

**Responsibilities:**

* Contributed to the development of a Logistics application that supports client brand-building efforts and enhances decision-making, leading to improved business outcomes.
* Enhanced the "Logistics" application by introducing new features such as Load Profile, Freight Matching, Load Board, Carrier Profile, Carrier Offer, User Management, Notifications, and Accessorial.
* Utilized insights from market trend analysis to prioritize and develop new features in the Logistics application, ensuring alignment with industry demands and client needs..
* Authored Scrum meeting notes and documented meeting minutes for sessions held with both business and technical teams.
* Played a crucial role in refining Scrum processes, improving team collaboration and productivity, which led to a 20% reduction in project delivery times.
* Provided user training and facilitated UAT sessions to build user confidence and secure approval.
* Assisted with application rollouts, tracked user adoption, and addressed production issues.
* Created project plans and technical requirements documentation for various projects, directly impacting several hundred thousand customers.
* Acted as a liaison between business and technical teams, ensuring clear communication and alignment on project goals, contributing to smoother project execution.
* Participated in business blueprint sessions with business leads and documented the Business Blueprint (BBP) and requirement specifications in Azure DevOps.
* Successfully increased user adoption rates by 30% through targeted training sessions and ongoing user support, resulting in higher satisfaction and reduced support requests.
* Performed root cause analysis to identify areas for improvement in test scope and approach.
* Collaborated with the Product Owner on story-writing workshops, contributing to user story creation, acceptance criteria definition, and effort estimation.
* Leveraged data from UAT sessions and user feedback to make informed decisions on feature enhancements, leading to improved product performance and user satisfaction.
* Played a key role in configuring and optimizing the McLeod dB application settings, enhancing its functionality and supporting broader business objectives.

**Client: Microsoft, Seattle, WA. Feb 2018 - Feb 2024**

**Tata Consultancy Services, India, Hyderabad, India Hyderabad, India**

**BA/PM Team Lead**

**Responsibilities:**

* Lead operations for the Worldwide Incentive Compensation team, overseeing the setup of participant accounts and calculation of incentives and payouts, with a focus on accuracy and adherence to Service Level Agreements (SLAs).
* Utilized SNOW to manage and resolve seller queries, efficiently handling tickets and ensuring timely resolution to meet project SLAs.
* Implemented and maintained SOD (Start of Day) and EOD (End of Day) trackers to monitor team performance and ticket resolution metrics. Regularly tracked and reported on ticket volumes to ensure SLA compliance.
* Conducted training sessions on the SNOW tool, delivered teach-back sessions to colleagues and new hires on WWIC Ops processes, and developed training materials to enhance team capabilities.
* Collaborated closely with Microsoft clients during the transition phase, including preparing and presenting documentation, organizing client events, and facilitating smooth project transitions.
* Successfully managed the first Microsoft WWIC Ops project in India, setting up participant accounts and processing incentive calculations within specified SLAs.
* Strengthened client relationships by providing transparent updates and proactive communication during the transition phase, contributing to a seamless handover and high client satisfaction.
* Improved ticket resolution efficiency by implementing effective tracking systems and reporting practices.
* Enhanced team knowledge and performance through comprehensive training and documentation development.
* Played a key role in developing training programs for new hires, which reduced onboarding time by 15% and improved new hire performance.
* Designed and implemented performance dashboards that provided real-time insights into key metrics, helping the team to quickly address any dips in performance.
* Created detailed process documentation that standardized workflows across the team, ensuring consistency in service delivery and easier onboarding of new team members.
* Streamlined the incentive calculation process, resulting in a 20% reduction in processing time and ensuring timely payouts in alignment with SLAs.
* Identified potential bottlenecks in ticket resolution processes and implemented preemptive measures, reducing ticket backlog by 25% and improving SLA adherence.
* Developed advanced reporting tools using SNOW that provided deeper insights into operational metrics, enabling data-driven decision-making and improved SLA compliance.
* Introduced a quality assurance process for participant account setups and incentive calculations, resulting in a 98% accuracy rate and reducing the need for rework.
* Led the team through significant process changes during the Microsoft WWIC Ops project, ensuring smooth adoption of new procedures and minimal disruption to operations.
* Regularly engaged with stakeholders to review project progress and address concerns, ensuring alignment with organizational goals and client expectations.

**Client: Telstra, New York, NY Nov 2016 – Jan 2018**

**Tata Consultancy Services, India, Hyderabad, India**

**Senior Process Associate / BA/PM**

**Responsibilities:**

* Implemented ServiceNow customization including, but not limited to, Client Scripts, UI policies, UI Actions, Script Includes, Business Rules, workflow administration, report setup, and data imports and exports.
* Managed end-to-end customer orders for Telstra, Australia’s leading telecom company, ensuring successful connections through a combination of outbound and inbound calls, and email communications.
* Ensured all customer orders were accurately tracked and remediated in case of any issues or fallouts, significantly enhancing customer satisfaction and experience.
* Consistently maintained high-quality standards with an excellent Net Promoter Score (NPS) throughout the tenure.
* Managed various performance trackers to monitor and improve team performance and operational efficiency.
* Acted as an SME and senior caller, handling escalations and providing expert guidance to resolve complex issues.
* Assisted new hires and colleagues in understanding and adhering to process guidelines, facilitating smoother onboarding and integration.
* Temporarily managed the team in the absence of the Team Leader, ensuring that targets and performance goals were consistently met.
* Achieved and maintained high NPS scores, reflecting exceptional customer satisfaction and service quality.
* Effectively managed a large volume of customer orders and issues, contributing to improved overall service delivery.
* Demonstrated strong leadership by effectively managing high-pressure situations during team leader absences, ensuring that service delivery remained consistent, and targets were met.
* Developed and implemented a streamlined process for identifying and resolving order-related issues, reducing the average resolution time by 30%.
* Spearheaded initiatives to improve data accuracy in order tracking systems, resulting in a 15% decrease in order fallouts and increased customer satisfaction.
* Strengthened customer relationships by proactively addressing concerns and providing timely updates, which contributed to a 10% increase in repeat business.
* Introduced customer-centric solutions that improved first-call resolution rates, leading to higher customer satisfaction and a 12% improvement in NPS.

**Client: Genpact, Hyderabad, India Sep 2013 – Oct 2016**

**Process Associate/ Project Manager**

**Responsibilities:**

* Implemented ServiceNow customization including, but not limited to, Client Scripts, UI policies, UI Actions, Script Includes, Business Rules, workflow administration, report setup, and data imports and exports.
* Managed collections for Synchrony Financial, interacting with customers daily to address debt collection requirements efficiently, particularly focusing on 3Due and 4Due accounts.
* Consistently met quality standards and maintained an excellent Net Promoter Score (NPS) throughout tenure, reflecting high customer satisfaction.
* Utilized various performance trackers to monitor and enhance team performance, ensuring operational efficiency.
* Collaborated with stakeholders and clients to model and document goals, ensuring transparent communication and achieving 98% deadline adherence.
* Maintained a high NPS score, demonstrating exceptional performance in customer service and collections.
* Developed and implemented training materials and SOPs that improved team efficiency and onboarding processes.
* Performed stakeholder analysis to identify key players for project success.
* Achieved a 98% deadline adherence rate, reflecting strong project management and communication skills.
* Implemented proactive measures in debt collection processes at Synchrony Financial, which reduced delinquency rates by 15% within six months.
* Worked closely with IT, finance, and customer service teams to align ServiceNow customization efforts with broader organizational goals, improving inter-departmental communication and workflow integration.
* Analysed customer interaction data to identify trends, enabling the development of targeted strategies that improved collection rates on 3Due and 4Due accounts by 12%.
* Pursued advanced training in ServiceNow development and Agile project management, which contributed to more effective project execution and team leadership.
* Mentored junior team members in ServiceNow best practices, fostering a collaborative environment that accelerated team learning and performance.