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EDUCATION

Indian School of Business PGP | Majors: Marketing and Finance | 3.56/4.0 Jun'20-Aug'21

- **Experiential Learning Program**: Formulated marketing strategy for entry into the Indian EV market

National Institute of Technology Karnataka (NIT-K) |B. Tech Jun'12-Jun'16

- Secured AIR 5994 (**99.6 percentile**) in AIEEE 2012 and AIR 13871 (**98 percentile**) in JEE 2012

WORK EXPERIENCE

Tata Cliq, Senior Product Manager - CX, Payments & Conversions Oct'24 -Present

- **Refund Experience Improvement:** Reduced social escalations and refund-related call volumes by **30%** by introducing penny testing to eliminate COD refund failures and automating seller QC, cutting refund timelines by **3 days**
- **Auto ticket creation for social escalations:** Led the product strategy for direct ticket creation in **Salesforce cloud** on the basis of sentiment analysis reducing the escalation resolution TAT by 1 day and reduced **repeat escalations by 20%**
- **Request a callback:** Envisioned request a call back feature, that allows customer to request for a call back at their preferred slot also while creating ticket with information to help agent, ensuring higher FTR of 73% (as compared to 65%)
- **Seamless payments:** Launched Cvvless payments, International card transactions, Native OTP to improve payment success rate from 75% to 80% improving conversion rate by 5% (80 Crore uplift)
- **Express checkout:** spearheaded the launch of auto applicable bank offers, ensuring offers get applied without any manual interventions with clear savings callout; improved checkout CTR by 20% & overall conversion by 6%
- **Reducing cart abandonment**: Devised product strategy to reduce cart abandonment from 86% to 80% by streamlining the retry payment flow, restoring carts for failed orders, and providing payment failure within 2 mins to ease retry payment
- **B2B2C Luxury Expansion:** Enabled **50 Cr GMV** by launching a global sourcing model with smooth cross-border CX—easy returns/cancellations, end-to-end tracking, and in-system QC checks to prevent damaged deliveries
- **Multi-Brand Cash:** Built a wallet-based promotion system with PDP, cart and my account visibility;auto-applicable on checkout, driving 40 Cr additional GMV, **18% conversion uplift**, and **10%** reduction in burn per order

Acko General Insurance, PM-2 , Customer experience Mar' 22-Sep' 24

- **Conversion funnel:**Envisioned lead scoring module that uses CDP data to predict a customer's propensity to buy on our platform and use the same to improve the **quote conversion rate by 15%** for auto insurance buy journey

Asko - In house **Gen AI driven B2C Conversational bot** that can assist customer in getting his query resolved

- **Product strategy:** Drafted the product roadmap charting the development of chatbot which works across presales and post sales journey, and helps reduce Customer support cost by 30% (2 Cr Saving) and improve sales by 10% (10 Cr revenue) in a year
- **Intent prediction:** developed a smart IVR system that uses the user activity to figure out why the user called Toll free number, using the same to route call to right agent skipping IVR steps, improving **speed of answer by 30 sec**

Ola Electric Mobility, MDP - Product and Program management Aug'21-Mar'22

- Spearheaded delivery of end to end **D2C buy journey** for the Ola scooter where the scooter is delivered at home much like e-commerce product, allowing customer to avail loan, get registration, all in mobile improving the Monthly sales by **INR 4 Cr**
- **Funnel analysis:**Improved the loan **conversion rate by 30%** by identifying gaps in the journey to boost **sales by 5 Cr INR**

Volvo-Eicher CV India, Deputy Manager - Product & Business Strategy Jun'16-Mar'20

- **Market research:** Conducted user interview and competition benchmarking to understand customer pain point, and devised the mining truck that will help boost availability of truck by 10% improving sales by 15% (INR 15 Crore)
- **Design thinking:** Improved Delivery and unloading TAT by 6 Hr (from 60 Hr) and helped improve Truck utilization by 15% by introducing Tractor trailer as solution in Indian market and by customizing the product as per the market needs

ADDITIONAL INFO

- **Interest-** courses by Deeplearning.ai like AI for Everyone, Crew framework for Gen AI, AI agentic design with AutoGen
- **Product strategy:** Conceptualized and executed a product roadmap for a conversational style partner, boosting average order value by INR 200 and enhancing app engagement by 15% through personalized style recommendations.
- **Avid Reader-** books like Lean product playbook, inspired, Design of everyday things, System design interview, hooked