

# Resume

**SUDHA MURALI**

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## Objective

To be associated with the organization that provides me an opportunity intend to build a career by taking up creative and challenging positions in a lively environment to show my skills and improve my knowledge with latest trends and to be part of the time, to work dynamically towards the growth of the organization.

## Academic Details

- M.Sc. Microbiology from Dr. MGR Janaki College of Arts and science Chennai .TN
- B.Sc., Microbiology from Dr. MGR Janaki College of Arts and science Chennai .TN

## Technical Skills

- Profound knowledge of Microsoft office
- Knowledge on Salesforce, Odoo CRM
- Profound knowledge on ConVox, Ameyo software
- Knowledge on Siebel CRM 5.0
- Basic Knowledge on Information Technology Infrastructure Library (ITIL) framework.

## Career Profile

### **Sr. Business Development - Executive Dec'21 – May'23 – Wondersoft Pvt Ltd**

- Consulting with business units to determine ERP requirements
- Understand Prospect's Pain Areas and educate them with the right Solution and approach
- Responsible for Identifying new ways of lead generation by scanning the market for business opportunities
- Responsible for generating Leads and make cold calls with an updated client database
- Strong work ethic to follow up prospects and do not allow leads to slip through cracks
- Maintain good knowledge of all product and service offerings of the company and build good rapport with prospective clients
- Responsible for arranging meetings for senior management with prospective clients
- To assemble and keep up a solid pipeline to accomplish and surpass month to month lead targets
- Upholding the sales reports, records and other important documents of the international clients
- Achieving quarterly and annual sales target with new and current customers
- Demonstrated ability to work with minimal supervision (after initial training)

### **Consultant - Executive Nov'20 –Nov'21 – Cuemath**

- Act as a first point of contact for operations team
- Make outbound calls for all active and warm leads
- Schedule demo classes with the parents / Students online
- Coordinate with the central team for execution
- Collect feedback and close the sale pitch
- Ensuring all parent queries are resolved within the given TAT
- Driving referrals for demand

### **Business Analyst Apr'15 - May'18 – Proxima Technologies Ltd**

- To be the first point of contact for smooth functioning of the incident management process
- Represent the first stage of escalation for incidents, within the agreed Service Level Agreement (SLA)
- Ensuring accuracy, completeness and correctness of information for all incident tickets
- Measurement and monitoring of all incident management related KPIs to drive improvements

- Make sure that RCA of a problem is being provided by the competency
- Coordinate and facilitates problem resolution by engaging a variety of support teams
- Preparing MIS & KPI reports for Service Management process and distributed to the concerned parties

#### **Senior Process Associate Apr'12 - Sep'14 – Tata Consultancy Services**

- Acted as SPOC for the incident management process
- Represent the first stage of escalation for incidents, within the agreed Service Level Agreement (SLA)
- Ensuring accuracy, completeness and correctness of information for all incident tickets
- Measurement and monitoring of all incident management related KPIs to drive improvements
- Creation and distribution of management reports to the concerned parties
- Escalating issues for resolution, to avoid re-occurrence or close problem with the help of known error database

#### **Team Lead May'10 - Mar'12 YESSO BPO Pvt. Ltd**

- Managed a team size of 25 Customer service representatives.
- Ensure that all key metrics of performance as per the Client SLA are met and exceeded
- Coordinating with the client to know their expectation and conveying the same to the team to ensure a smooth functioning of the process
- Understanding the client's requirement, involving in discussions with client team and operations
- Proven track record of driving customer service
- Excellent coaching skills
- Identification of training needs, surface level changes and other factors arising from Root cause analysis [RCA]
- Publishing weekly and monthly performance dashboards to clients, steering committee and other stakeholders
- Documenting Best Practices and process FAQs from time to time, as and when required
- Keep senior management apprised on progress of the various processes (quality and customer experience)

#### **Senior Customer Support Officer Sep'09 – Feb'10 Rising Solutions Pvt. Ltd.**

- Make Inbound / Outbound calls to business clients and build rapport in a professional manner
- Schedule and manage well qualified appointments, for sales personnel
- Identified prospects and generated referrals for business opportunities
- Answered all queries of customers and prospects and handled all of their objections tactfully

#### **Customer Contact Executive June'08 – June'09 INFOTRONICS Pvt. Ltd.**

- Make Inbound / Outbound calls to business clients and build rapport in a professional manner
- Set, schedule and manage well qualified appointments, for sales personnel
- Identified prospects and generated referrals for business opportunities
- Answered all queries of customers and prospects and handled all of their objections tactfully

#### **Technical Support Executive Sep'07 – May'08 Sutherland Global services (ASSEST Solutions)**

- Provided troubleshooting support and maintenance to Dell Desktop customers
- Documented technological issues and resolutions in the knowledge base.
- Handle customer escalations and follow-up as needed
- Configured and diagnosed VOIP systems.

#### **Affirmation**

I hereby declare that all the information given above is true to the best of my knowledge.

(SUDHA MURALI)