

LUCY MASHI

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CORE COMPETENCIES

Customer Service Operations
Quality & Complaints Management
Process Management
Cross-functional Coordination
Strategic Lead Management

CERTIFICATIONS/TRAINING

Bagged Efficient Platinum Process Management Award in 2018

Certification of Six Sigma Green Belt from Indian Statistical Institute, Delhi in 2009

Professional and Exemplary Commitment to Customer Experience in 2008

Successful completion of Training Module in Sep'05

Awareness of Six Sigma in Feb'06

Successful completion of Fundamentals of UK General Insurance in Jun'03

PROFILE SUMMARY

- 20+ years of work experience in customer engagement and lead generation domain. I have managed a wide range of business processes and business verticals. Setting up a new business and restructuring ongoing business has been my forte. I have been involved in setting up functions primarily, impactful customer relationship (Pre and Post-sales), business development, quality assurance, improve Net Promoter Score.
- As a part of the senior and middle-level management in various organizations, I have experience and expertise in operating skills, People management, Client management and basic hygiene.
- Proficient in Microsoft applications.
- My work style essentially revolves around the 4P's - Planning, Priority, Perspective, and Patience.

ORGANIZATIONAL EXPERIENCE

Customer Relations Senior Manager - Maxvets Hospitals Pvt.Ltd, Delhi

Dec'22 - June'23

Key Result Areas:

- Supervise the customer service team. Lead assignment and management, Generate cold calls.
- Develop, implement projects like Voice Over Internet Protocol, Payment in Advance and align SOPs for Contact Center.
- Improve quality service by recommending improved processes.
- Set up work procedure and instructions accordingly to avoid any day-to-day disruption.
- Team Management, Report & Data Management
- Scheduling resources efficiently & Complaint handling
- Training & mentoring the team
- Operations Management in Delhi, NCR and Mumbai Branches
- Visit other clinics to track customers footfall. Guide and suggest points for improvement.
- Share MOM, track reports on Google shared sheets and Microsoft Excel

Senior Manager - Operations, Clove Dental Pvt. Ltd., Delhi

August'21 - Nov'22

Key Result Areas:

- Managing the Healthline Centre as a support/revenue generator towards the organizational goal.
- Work closely with the Zonal Heads to ensure that New and repeat customer is continuously enhanced.
- Lead and Customer relationship management. End -to End on Voice and Non-Voice (E-mail and Chat).
- Generating Leads / Subscribers via Digital, ATL, and BTL activities. Customer care and Complaint management.
- Share daily, weekly and monthly reports on Microsoft Excel and PowerPoint.

Manager - Operations, Clove Dental Pvt. Ltd., Delhi

May'18 - August'21

Key Result Areas:

- Acted as a leader of the project e.g., Platinum process, developed methods to increase new customer enrollment in the high-priced membership.
- Took ownership of major incidents to ensure coordination of the Supply Chain Team, Vendor, and the stakeholders to ensure service impact is minimized and get a surge in customer satisfaction.

Assistant Manager - Operations, Clove Dental Pvt. Ltd., Delhi

Dec'13 - May'18

Key Result Areas:

- Effectively managed setting up of entire Dental Healthline Center.
- Created training manuals targeted at resolving even the most difficult customer issues.
- Implemented and assisted in the set-up of Ozonetel software for contact center voice process. Zoho CRM for Chat process.

Team Leader, Kush Info Solutions Pvt. Ltd., Gurugram

Aug'12 - Dec'13

Key Result Areas:

- Manage team workload distribution and structure to ensure consistently good performance.
- Responsible for day-to-day functioning/administrative work including production floor management.

Performance Specialist, iYogi Technical Services Pvt. Ltd., Gurugram

Nov'09 - Jul'12

Key Result Area:

- Execute the Quality Control monitoring on Knoah Software with a proactive, action-oriented focus to exceed customer expectations, as well as industry and regulatory quality standards.
- Responsible for maintaining C-SAT.

Quality Analyst, Vcare Call Centers India (P) Ltd., Noida

Feb'09 - Nov'09

Key Result Area:

- Identified and addressed defects within the production process by auditing calls.
- Identified training needs and took action to ensure company-wide compliance.

Case Manager (Team Coach), Dell International Services (I) Pvt. Ltd., Gurugram

Mar'07 - Aug'08

Key Result Area:

- Handle case assignments, draft service plans, review case progress and determine case closure.
- Monitored FTTE (First Time Thorough Efficiency)

Complaint Handler, EXL Service (I) Pvt. Ltd., Noida

May'05 - Feb'07

Key Result Area:

- Day-to-day administration of any new complaints received centrally (via post, email, head office, telephone calls, or from internal/external bodies (e.g., regulatory bodies, etc.)
- Monitoring of all complaints requiring investigation and response at every stage of the complaint process.
- Share the reports on Microsoft Word

Customer Care Executive, EXL Service (I) Pvt. Ltd., Noida

May'03 - April'05

Key Result Area:

- Attended calls from insurance policyholders.
- Managed and de-escalated upset customers.

Front Desk Administrator, Stop & Look Pvt. Ltd., Delhi

May'00 - Dec'02

Key Result Area:

- Managing Front Office, attending to phone calls.
- Arranging meetings of Clients and Buyers.
- Daily routine visits in office premises to check on cleanliness.

ACADEMIC DETAILS

- B.Sc. (Hons.) from Magadh University in 1995

TECHNICAL SKILLS

- MS Office (Microsoft Word, Excel, PowerPoint)

PERSONAL DETAILS

Languages Known: English and Hindi
Address: New Delhi, India