

PRIYOBRATA DEY

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MBA from Faculty of Management Studies, Delhi University with Black Belt in Six Sigma

PROFILE SNAPSHOT

- A dynamic & result oriented professional with **over 25 years** of comprehensive experience in After Sales Operations of Usha International Ltd & Wartsila India Ltd, Business Development, Dealer / Channel Management & Client Servicing.
- Currently associated with **USHA International Ltd, Gurgaon as Assistant General Manager in Customer Support**
- Pivotal in achieving revenue, profit & business growth objectives within start-up, turnaround and rapid-change environments in diverse sectors.
- Channel & Trade Partner Management with high NPS**
- Resourceful at maintaining business relationship with clients and customers to achieve quality product and service norms by resolving their service related critical issues.
- Experience in exploring/developing new markets, accelerating growth & achieving desired sales goals.
- Skilful at monitoring & motivating the workforce to enhance their efficiencies & assisting them to deliver quality services to clients.
- An effective communicator & team leader combined with flexible & detail oriented attitude with ability to interact effectively with people.

Skill Set

After Sales Management
Service Operations
Client Servicing
People Management
NPD

AREAS OF EXPERTISE

- After Sale/ Dealer Management:** Heading post-sale service operations ensuring customer satisfaction and business retention. Ensuring that operations at the service points match the company's standards. Organising free check up camps, service marketing; market survey to analyse competitors' situation, products and competitiveness.
- Client Servicing:** Monitoring the post service activities like post service feed back, follow up with the customers, service reminders and handling customer complaints, call centre activities management for superior customer service with resolution of technical complaints.
- Team Management:** Identifying & implementing strategies for building team effectiveness by promoting a spirit of cooperation between the team members.

ORGANISATIONAL SCAN

Since Apr 2007

USHA International Ltd., Gurgaon

Growth Path:

Apr 2007 to *Month/ Year*

Manager - Services (Pan India)

Month/ Year to till date

(Pan India)

Assistant General Manager - After Sales

Key Deliverables:

- Working as Assistant General Manager – Services in USHA International Ltd.
- Overseeing service requirements of Fans, Appliances service business in Trade, Moder Retail, Regional Retail & E commerce category.
- Formulation of Policies in accordance with channel partner requirement.
- Providing after sales services to the end users by a team of Service Engineers, Company Owned Mechanics under the gamut of Usha International Ltd. along with the mechanics of selling dealers & Authorized Service Centres.
- Training Dealer Mechanics & Company Owned Mechanics as well as preparing training & calendar module.
- Ensuring spare parts are made available to all selling dealers/Customers at shortest possible time with correct pricing.
- Maintaining a high NPS across the channel partners & customers.
- Circulating Technical Journals to dealers on periodic basis.

- ❑ New Product Development projects

Significant Highlights:

- ❑ Channel Management & Trade Partner Satisfaction
- ❑ Attaining a high NPS in Customer & Dealer rating
- ❑ Instrumental in appointing Authorized Service Centers for pumps in rural markets to reduce defective returns to vendors.
- ❑ Successfully launched products including High Speed Diesel Engine with self & Non-Self Priming Pump in the Indian market.
- ❑ Attained substantial reduction in the attrition rate among the Service Partners.
- ❑ Brought down the customer resolution time from 72 hrs to 24 hrs.
- ❑ Continuous training programme is being done across India.
- ❑ Introduction of Extended Warranties in Home Appliance Business. First mover step for any organization in India

Sep 1998 to Apr 2007

Wartsila (I) Ltd., Belapur - Navi Mumbai_ Captive Power Plants Leader

Executive - O&M (After Sales division)

Key Deliverables:

- ❑ Did Operation & maintenance of 10MW HFO (Heavy Furnace Oil)/ Diesel Power Plant in Ambuja Cement, Sankrail, West Bengal.
- ❑ Independently carried out routine maintenance.
- ❑ Maintenance of Pumps, Cooling Tower, Radiators, Air Compressor, Separators (Furnace oil & Lube oil) & DM Plants.
- ❑ Looked after the service sales for the North & Eastern Part of India.
- ❑ Preparation of offers for different customers related to spare parts of DG set & its various auxiliary units.
- ❑ Interaction with Finnish Personnel's & Local Vendors all across the country related to procurement of materials.
- ❑ Carried out all transactions through SAP system.
- ❑ Spares reconciliation with different customers in CIF Euro basis.

Significant Highlights:

- ❑ Carried out scheduled maintenance (2000, 4000, 6000, 8000 hours) of DG set.
- ❑ Successfully conducted 12000 hours & 24000 hours scheduled maintenance of 6MW DG set (18V32LN) & 4 MW DG set (12 V32 LN) including Overhauling of Pistons, Cylinder Head, Liner, Main Bearing, Connecting Rod, Inlet & Exhaust Valves, etc.

SCHOLASTICS

MBA from Faculty of Management Studies , Delhi University	2021	1st Class
Six Sigma in Black Belt	2021	
PGDM (Operations Management) from IGNOU	2006	1 st Class
Diploma (Mechanical Engineering) from Pusa Polytechnic (Board of Technical Education)	1998	1 st Class
B.Sc. (Honours – Physics) from Delhi University	1995	1 st Class
12 th Raisina Bengali School/C.B.S.E. Board	1992	1 st Class
10 th Raisina Bengali School/C.B.S.E. Board	1990	1 st Class

TRAINING PROGRAMMES

- ❑ Trained on Communication & Presentation Skills by Vincent D'Soza & Arvind Nadkarni.
- ❑ Attended training programme on Enjoying Challenges Together.
- ❑ Participated in LSIP (Large Scale Integration Programme) - A meet for Global Vendors, Dealers & Colleagues for developing better market.

IT SKILLS

- ❑ Well versed with MS Office (Word, Excel and PowerPoint), Internet Applications, E-mail, Microsoft Outlook, Lotus Notes, etc.

PERSONAL DOSSIER

Date of Birth 9th October, 1974
 Languages Known English, Hindi and Bengali

PROFESSIONAL SKILLS

Certified **BLACK BELT** in SIX SIGMA for Service Industry