

Manish Sinha

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Overview

- Innovative and result oriented professional with extensive experience in providing strategic and operational leadership in Sales, Service Operations, Customer Management and Business Development with complete P&L responsibility
- Currently with Avery India as Regional Service Delivery Head - East
- Strong background of a successful tenure in the Telecom industry, directed the entire Service and Retail Operations, implemented sales strategies in a highly competitive market
- Proficient in the development of CRM strategies, customer expansion programs
- Expertise in directing BPO operations for customer support , development of service kiosks in rural areas, reduction in service turnaround time , improving CSI and enabling revenue growth
- Successful managed to drive gains in revenue, market share and profit performance and developed companies for fast growth and profitability

Key Competencies

- CRM Strategy ▪ Sales Enablement Strategy ▪ Go-to-Market Strategy ▪ Retail Development & Training ▪ Point-of-Sale Contact Management ▪ BPO Management ▪ Service Marketing ▪ Service Distribution Network ▪ Logistics & Spare Management ▪ Service Design & Processes ▪ Metric Tracking & Growth ▪ Business Development ▪ Service Operations

Professional Experience

Avery India Ltd. (An ITW Group)

Sept'18 to date

Part of the global company Avery Weigh-Tronix, supplying and servicing world-class industrial weighing products and solutions since 1911

Regional Service Delivery Head East

Reporting to Director Service Delivery

Managing 27 Engineers , 2 Technical Service Lead, 3 Assistant Technical Lead, 1 Service manager

Managing service operations in Bihar, Jharkhand, Orissa, Chattisgarh, West Bengal, Kolkata, Assam & North East, Bhutan, Nepal, Products: Road Weigh Bridges; Rail Weigh Bridges; Indicators and Digitisers; Load Cells (Exported from India); spares Services include annual maintenance contracts, repairs, retrofits, capacity enhancements, installations, civil foundations and calibration; logistics & inventory management.

Value of spares handled – 7 Crores

- Spearheading implementation of Service and Sales Enablement Strategies
- Overseeing department budgets and operative planning
- Ensure quality of services of repair and maintenance jobs at installation site
- Monitor stock availability at Regional level and ensure smooth replenishment

Achievements at Avery

- Maintenance contracts increased by 5% in 6 months (currently managing 5.6 crore of contracts)
- Improved contractual delivery and commissioning from 50% to 75%- defined SLA
- Recovered Lost Contracts worth 20 lacs
- Signed a major account - Durgapur Projects Limited – 7 lacs
- Effectively handled over 3 installations per month (high capacity and low capacity weighing machines)
- Implemented various measures, improved quality of the service and drove customer facing metrics from 40% to 72%
- Ensured customer satisfaction enabling additional contracts, and improved the scope of contracts

VP - Regional Customer Service & Retail PnL Head East

Jan'16 – Apr'17

Reported to Regional Business Head East

Handling Wireless Business in CDMA and GSM telecom circles for Bihar, Jharkhand, West Bengal Kolkata, Assam and North East States
Directed the entire Service and Retail Operations for 6 Telecom Circles and 11 states

Ensure effective Sales, Service Reach, Collections / Credit Management, Service Marketing, Training, appointment of Service and Sales Channels and outsourcing engagements with BPO

- Service Design and Processes for hybrid model of MVNO & full operation (replicated PAN India)
- Leading end to end assisted care for RCOM across all Service channels – touch points, Call Centre, Social, Chat, Email.
- Building Customer as well as Service Capabilities for Mobility Services with focus on eCare, eKiosks and Service Automation.
- Enabling e-platform for customer empowerment and engagement.
- Successfully executed KYC and Aadhar based e-enablement for customer acquisition and experience across region except Assam
- Ensured Call Centre & Service Structure Integration during merger of RTL with RCOM
- Retail sales, customer on boarding, KYC, service marketing- churn management, up sell and cross sell, collections including bad debt, call centre management, service, regulatory compliances and audits
- Selection of Distributors, Retail Franchisees – COCO, COFO and FOFO, market segmentation

**VP Hub CS Head and Circle CS & Retail Head
— Ranchi (BH), India**

Dec'09 – Jan'16

- Led the IT, Sales & Commercial teams to improve business intelligence through customer base segmentation, targeted campaign building and lead management of operations
- Supervised service operations, customer engagement and sales at 162 stores driving ROI / P&L

GM - Circle CS & Retail Head

Nov'08 – Nov'09

Reporting to – Circle Business Head

- Managing 6 Direct reportees, 152 Indirect reportees for Andhra Pradesh and Telangana

Service Head RTL Circles, Kolkata

'06 – '08

- Set up CS structure built service infrastructure, drove manpower across 7 Telecom Circles and 14 states, with distributed customer service outlets

Achievements at Reliance Communications**As VP - Regional Customer Service & Retail PnL Head East**

- Restructured regional structure, defined KPI's and KRA's for roles, selection of manpower
- Set up 116 franchisee based stores for sales and service of products across eastern India
- Introduced service melas in non-service regions for revenue protection and generation, became a national practice
- Improved TAT for customer on boarding to 15 min, and for SIM change to 2 hours
- Helped in smooth transition of customers from 2G and CDMA platform to 3G and 4 G Platform (Transitioning 20 million customers)
- Maintained Churn at 1.8% Count and 2.2% Value Churn even during MNP period
- Generated revenue of Rs. 44 Crs. out of Rs. 188 Crs. (\$24 million) through retail stores
- Introduced shop-in shop at Reliance Web Stores which became a national practice
- Received Certificate of Appreciation from CEO for Execution Excellence in 2016
- Received two increments in one year for streamlining operations

As VP Hub CS Head, Circle CS & Retail Head

- Increased post-paid monthly revenue from 3 to 7 Crs. and retail revenue to 4 crs for Bihar
- Successfully drove integration of Retail, Technical and Service at circle levels for MVNO operations

As GM - Circle CS & Retail Head

- Launched GSM across AP, Telangana in 2009
- Drove Upward movement of Circle in Service parameters from 10th to 5th Position

As Service Head RTL Circles, Kolkata

- Improved cSAT from 2% to 80%
- Generated a 5% growth in the renewal of prepaid customer subscriptions
- Signed bilateral roaming agreements at GSMA meet in Singapore, increasing roaming revenue by 30 lacs

AGM – Field Operations Head, Kolkata

- Oversaw Field Operations including Branch offices and Distributor issue resolution with focus on improving sales and service in line with organization of reaching out to customers.
- Ensured the service delivery from eight branch offices across the UP (West) Telecom Circle
- Rolled out i-care(CRM) at Idea across sales channels and Idea stores with a mix of online and offline mode

Achievements at Idea Mobile

- Created offline and online CRM integration processes across all service channels which became the national industry standard.
- Reduced service turnaround time from 24 hours to four hours
- Organized service melas in non-service areas with a backend support for online resolution
- Convinced management to reimburse Rs.1000 as Internet charges towards usage of CRM for addressing customer queries - this became a national practice in 2005

Reliance Infocomm Ltd

2002 to 2005

Sales/Distribution Head/CSD Head, Patna, Bihar

- Launched distribution and retail for 10 M569 designated towns
- Trained 262 freelance Agents, 12 Retail outlets for sale of products and services

Wipro Infotech, Delhi

| Manager – Customer Care |

2000 to 2002

Reliance Telecom Ltd, Patna

| Head - Customer Care |

1997 to 2000

Escotel Mobile Communication, Meerut, UP

| Manager – Customer Care |

1997 to 1997

Kores (I) Ltd, New Delhi

| Asst. Branch Manager |

1992 to 1997

- Joined as Service Engineer, moved up to Asst. Branch Manager in 1996

Education**Executive Leadership & Change Management Program** - IIM Raipur (ongoing)**Doctorate, Business Management**, Indian School of Business Management and Administration, Mumbai, 2015**MDP, Strategic Leadership**, Indian Institute of Management, Bangalore, IN-KA, 2012**B.E. Electrical Engineering**, Bangalore University, 1991**Training & Certifications**

2016 Assessment & Development

2012 MDP – Strategic Leadership Certification: IIM, Bangalore

2005 TTT Certification: Singapore ICSMI & Omnitouch

2005 Six-Sigma

2002 Sales Boot Camp –NIS

2002 Training of East Zone employees

2002 ISO: 9001:2000: Certification from BVQI

1999 Churn Management – TPCL

1999 Channel Sales Management – TPCL

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