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## PROFESSIONAL SUMMARY

With an unwavering passion for learning and excelling in diverse roles and cutting-edge technologies, I am a seasoned Customer Experience and Lean Six Sigma Blackbelt Certified Professional with 18 years of hands-on experience. My expertise spans Process and Operational Excellence, Digital Transformation, Process Automations, Digital Service Design, NPS, CSAT, and Escalation Management. Having navigated roles in Telecoms, Technology, and IT sectors, I've managed substantial teams and overseen large-scale operations, spearheading global CX projects with precision. My proactive approach to change, coupled with a penchant for innovation, empowers me to drive meaningful CX transformations. Dedicated to making a significant impact in any endeavor, I leverage my diverse skill set and passion for excellence.

## CORE QUALIFICATIONS

- Customer Experience & Service Delivery
- Digital Transformation & Automation / RPA
- Project Management & Six Sigma
- Generative AI based VOC
- MS Power BI, Data Modelling & Tableau
- CSAT, NPS & CES
- Process & Operational Excellence/SLA
- Customer Journey Mapping / CLM
- Quality Assurance, Process Audit
- B2B Customer Success /Account Management
- Retention & Collection
- Onboarding, KYC & Regulatory Compliance
- Omni Channel Complaint Mgmt.
- Call Centre Operations, IB & OB

# Minesh Patel

## EXPERIENCE

April 2023 - Current

**Global CX Transformation Manager Lenovo** | Ahmedabad (WFH), India

### Identification, Definition, and Execution of CX Projects:

- Conduct a thorough analysis of current customer experience processes at all interfaces, Call center, App, Email, Ecom & Stores.
- Collaborate with regional teams to identify specific CX improvement opportunities.
- Develop and execute projects that address identified CX gaps.

### Operational Excellence and Digital Transformation:

- Collaborate with the Global CX team to establish an operational excellence framework.
- Leverage digital tools and technologies to enhance CX processes.
- Establish governance structures to monitor and drive continuous improvement.

### Designing Surveys and Implementing Generative AI Technology:

- Develop NPS and O-SAT surveys tailored for Lenovo's B2B clients.
- Utilize Generative AI technology to identify and address CX improvement opportunities.
- Implement a closed-loop system for handling feedback and ensuring customer satisfaction.

### Process and Procedure Development:

- Work closely with the CX team to document existing processes.
- Define and implement standardized procedures to ensure consistent and high-quality CX.
- Regularly review and update processes to adapt to changing business needs.

### North America & EMEA Region CX Team Leadership:

- Act as a central point of contact for the EMEA / NA Region CX Team.
- Drive KPIs such as O-SAT and NPS across both Consumer and Commercial business verticals.

### AI-based CSAT Surveys and Action Planning:

- Design AI-driven CSAT surveys for various stakeholders.
- Implement action plans based on detractor points to enhance satisfaction.

### Customer Journey Mapping and NPS for Global B2B Clients:

- Utilize digital tools to map the customer journey.
- Implement NPS for B2B clients using Lenovo's product offerings.

### Relationship Building and Project Implementation:

- Foster positive relationships with partners and cross-functional teams.
- Implement projects based on feedback from NPS and CSAT surveys.

### Knowledge Management:

- Centralize customer insights and intelligence.
- Actively share knowledge across the organization to drive improvements.

### CX Performance Updates and Advocacy:

- Provide regular updates on CX performance to global regions.

- Advocate for a customer-centric approach within Sales, Product, and Engineering teams.

**Presentation and Reporting:**

- Produce and deliver presentations summarizing key insights and actions for leadership review.

January 2017 - April 2023

**DGM CX & Service Operations Reliance Jio Infocom Ltd |**

Ahmedabad, India

**Customer Service Delivery:**

- Ensure seamless service across various channels, including field, contact center, and digital platforms.
- Monitor and enhance customer service at Jio Stores, Call Centers, Digital Platforms, Jio Centers, and Jio Points.

**Performance Measurement:**

- Utilize digital Customer Satisfaction (C-SAT) and Net Promoter Score (NPS) matrices for performance measurement.
- Implement rigorous complaint management and process management at all touchpoints.
- Drive customer satisfaction scores at different stages of the customer lifecycle through digitally automated processes.

**Retention Programs:**

- Develop structured outbound programs and segmented digital campaigns for customer retention.
- Focus on addressing customer concerns and preventing churn to competition.

**Process Excellence and Six Sigma:**

- Deliver process and service excellence by undertaking Six Sigma projects.
- Implement changes in systems, processes, people, and communication methodologies for superior customer experience.

**Digital Service Design and Automation:**

- Enhance customer experience through the design and automation of existing processes across digital and physical platforms.

**Voice of the Customer (VOC) and Data Analysis:**

- Conduct customer outreach and engagement programs to gather VOC.
- Analyze data and benchmark against competition for continuous improvement.

**Market Intelligence:**

- Stay informed about market trends and competitors to adapt strategies accordingly.

**Documentation and Communication:**

- Develop and design documents for training manuals, process outlines, flowcharts, checklists, and templates.
- Manage communication through various channels, such as SMS, MadMe, CleverTap, WhatsApp, email, and digital banners.

**Team Management:**

- Supervise and provide clear direction to a team of 150+, offering development guidance for staff responsible for customer experience.

August 2015 - December 2016

**Global Customer Success Manager | Opshub Technologies**

Ahmedabad, India

**End-to-End Customer Success Management:**

- Oversee client lifecycle, reseller relationships, and global projects.

**Renewal Excellence and Ticket Resolution:**

- Drive up renewal rates with a focus on global clients.
- Implement comprehensive ticket resolution strategies.

**Holistic Customer Lifecycle Management:**

- Manage customer retention, collections, renewals, and churn prevention strategies.

**Operational Excellence:**

- Prioritize process excellence, automation, and analytics for operational and service improvements.

**Collaboration with Product and Engineering:**

- Collaborate with product and engineering teams to align support experiences with product capabilities.

**Efficient New Client Onboarding:**

- Manage all stages of new client onboarding with a clear communication strategy.

**Global Project Oversight:**

- Oversee global project management, ensuring projects meet or exceed client expectations.

**Leadership for Customer Success Team:**

- Provide leadership for the overall team responsible for customer success and support.

May 2012 - July 2015

**Customer Service Manager - Deputy Manager Vodafone India Ltd | Pune, India**

- Overall Customer Service Operations for Pune zone
- Critical KPI's of On-Boarding, Retention, Collections, HNI, B2B Service, Training & Audit, Retail Service
- Managing Retention & Relations for Post-paid Customers that includes HNI, SME and Enterprise Customers
- Customer Life Cycle Management for entire Post-paid base of Pune Zone
- Managing the project called Churn Propensity Model for Pune Zone (Having team of 18 Executives on Field for this project)
- Driving TNPS, Training & Quality for Vodafone Stores and Vodafone Mini Stores
- Process audits for entire CS team of Zone
- M-Pesa Payment banking customer service & KYC operations for Pune including on-boarding till retention for customers & merchant.

March 2008 - May 2012

**Manager Customer Service Reliance Communications Ltd | Ahmedabad, India**

- Managing Post-paid Activation Process for Gujarat & Rajasthan Circle
- Process includes designing entire Activation process across the circle for all the channel
- Process includes Activations, Verification, Bill Delivery, Collections & Retention
- Managing TRAI KYC compliance for all the Post-paid CAF's
- Tracking Life cycle of New Post-paid Customers till 180 Days including Collections / Retentions & Complaint Management

- Coordination with TERM team for monthly requirement of sample post-paid CAF's
- Initially managed hard core field Retention & Collection for North Gujarat (1.5 Yrs)

September 2006 - March 2008

**Retention Executive Vodafone Cellular Ltd** | Rajkot, India

- Looking after Retentions and churn for entire Saurashtra region
- Handling Voluntary and Involuntary field retentions
- Involuntary retentions from 31-90 bucket through retention agency
- Bill cycle wise efficiency through coordination with collection agencies
- Voluntary Retentions through Store Managers of Vodafone Stores having team of Customer Service Executives
- Customer meeting activities like Relations meet at upcountry locations for post-paid customers.

May 2005 - September 2006

**Business Development Executive Iqara Telecoms ( You Broadband )** | Ahmedabad, India

- Sales of Internet based Enterprise products like Lease Line, VOIP, ISDN and VPN.
- Sourcing new sales from SME & Corporate segment and managing life cycle of these clients
- Key Account Management for existing Corporate Customers, promotion of new products and Revenue Enhancements through up selling
- In depth understanding the technicalities of the product and sharing the info with clients

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## EDUCATION

2008

**Master of Business Administration** | Business Management  
Sikkim Manipal University, Ahmedabad

2002

**Bachelor of Science** | Chemistry  
Gujarat University, Ahmedabad

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## CERTIFICATIONS

- Lean Six Sigma Blackbelt Certification
- Lean Six Sigma Green Belt Certification
- Cyber Security & Regulatory Compliance
- Microsoft Power BI & Data Modelling

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## IT SKILLS

- MS Office, Excel & Power Point, Visio
- MS Power BI & Data Modelling
- Microsoft Dynamics
- Tableau, Clarabridge & Forsta
- C & C++
- Visual Basic 6.0 & Oracle DBA

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## KEY PROJECTS

- **Digitized Complaint Service Request Closure:** Implemented a digital automation process for closing complaint service requests, transitioning from call-based to WhatsApp-based communication.
- **Repeat Complaints Project at Inbound Call Center:** Successfully completed a project addressing repeat complaints at the inbound call center, providing recommendations to Apex Management for process and personnel improvements.
- **Language Migration of MyJio App:** Executed the design & migration of the MyJio App from English to vernacular languages, enhancing accessibility and penetration in rural and non-English-speaking user bases.
- **NPS/CSAT Process for Global Enterprise Accounts:** Developed and implemented an NPS/CSAT process for enterprise accounts worldwide, leveraging AI and automating the entire process from survey generation to reporting.
- **Network Experience Project for GJ State:** Led a project focusing on network experience for the GJ state, resulting in a 40% reduction in complaints through process improvements and system enhancements.
- **On-boarding Experience Project for Gujarat & Rajasthan:** Conducted a successful on-boarding experience project for Gujarat and Rajasthan states, contributing to a reduction in bad debts, increased collection rates, and improved customer experience scores.