

Sreelalitha A

DIRECTOR - CX SOLUTIONS AND SALES
ENABLEMENT

+918341021003

sreearabhi@outlook.com

Flat 106, Dolfine
Towers, Madeenaguda,
Hyderabad, 500049, India



ABOUT ME

As an adept CX strategist and sales enablement expert, I am passionate about connecting cutting-edge technology with deep customer insights to transform customer engagement and business growth. My approach combines strategic foresight, a commitment to excellence, and an entrepreneurial spirit to navigate the challenges of digital transformation. I thrive on creating innovative solutions that meet evolving customer needs and drive sustainable business success.

LINKS

My Blog:

<https://cxrevolution.wordpress.com/>

SKILLS

Conceptual Strategic Sales Support

Due Diligence

Competitor Analysis

Strategic Content Messaging

Business Analysis

Bid Management

Proposal Writing (Executive Solutions, One Pagers)

Presales

Customer Relationship Management

Stakeholder Management

Contact Centre (Business)

Operations Research

Sales Training

Strategic Sales Enablement

Project Management Office (PMO)

Governance

Market Research

Lean Six Sigma

Digital Transformation

Market Intelligence

Thought Leadership

Design Thinking

Business Requirements Gathering

CX Journey Mapping

Content Development and Creation

Consulting

Mystery Shopping

Market Research

Competitive Analysis

Operational Assessments

LANGUAGES

English

OBJECTIVE

I am seeking to drive innovation in the CXM space by leveraging my expertise in CX strategy, bid management, and sales enablement. Focused on harnessing the power of CCaaS, CPaaS, CXaaS, and advanced technologies to enhance customer engagement and foster digital transformation.

WORK EXPERIENCE

Director - CX Solutions and Sales Enablement

[24]7.ai / Jun 2021 - Present

- Spearheaded RFP analysis and crafted compelling solution architecture, driving early engagement and providing foundational frameworks for visual presentations.
- Executed in-depth secondary market research, delivering strategic reports on industry growth and opportunities to inform executive decision-making.
- Orchestrated sales enablement strategies, leveraging market intelligence and strategic content messaging to enhance bid processes and client-centric solutions.
- Advanced customer experience (CX) journey mapping and capability assessments, resulting in insightful competitive analyses and robust proposal development.
- Led the creation of innovative onboarding and training programs, incorporating dynamic workshops to accelerate new hire integration and strategic sales effectiveness.
- Developed and managed a comprehensive knowledge management system for sales content, ensuring continuous learning and relevance to strengthen market positioning.
- Contributed to go-to-market (GTM) content development and market research, aligning with leadership directives and industry trends to offer cutting-edge solutions.
- Conducted rigorous internal audits and reporting on sales enablement activities, maintaining transparency and accountability in all client engagements.

Director / Sr. Consultant

Teleperformance / Jun 2017 - Nov 2020

- Spearheaded comprehensive operational assessments for Teleperformance USA, focusing on BFSI sectors, including Insurance P&C, Healthcare, and Banking, as well as DMEs, Telecom, Retail, e-commerce, and Hi-Tech industries.
- Enhanced client capability analysis through meticulous hands-on evaluation, utilizing industry white-papers, benchmark studies, and internal comparisons.
- Developed robust business cases and tailored product-based solutions, fortifying COE strategies and ensuring compelling value propositions for RFX and consultative engagements.
- Crafted and validated proof of concepts to bolster the account management team's initial client pitches.
- Created and delivered high-impact capability presentations to CIO-level executives.
- Designed integrated solutions combining Technology, Analytics, and Process improvements, with a strategic focus on virtual and brick-and-mortar infrastructures.

Sr Consultant

P & S Market Research / Jun 2016 - Jun 2017

- Active involvement in primary research functions across multiple industry platforms
- Interviewing CXO level and senior leadership executives of clients to gather and garner the industry best practices, trends, and key areas of improvements in past, present and future.
- Building and writing reports
- Conducting primary research
- Support the Sales Team and Portfolio teams to drive consultative sales and go-to-market strategies as well as industry and technical co-creation activities with customers and partners.

AVP -Global

Solutions for EXL Services Noida / Mar 2016 - Jun 2016

- Engage in high-level consultative interactions with clients and Third Party Advisors, actively contributing to solution presentations.
- Spearhead the solution design and development process, adhering to best practices.
- Play a pivotal role in the entire bid lifecycle, from initiation to successful acquisition.
- Direct the Program Management Office operations for all bids under my purview.
- Provide strategic leadership to the Bid/Proposal team from a solutions standpoint.
- Conduct diagnostic assessments as part of the tailored solution design process.
- Facilitate workshops and discussions to delineate scope, sizing, and service delivery models in collaboration with Process SMEs and technology leads.
- Craft and communicate EXL's bespoke value propositions based on in-depth client needs analysis.
- Manage transition strategies and risk mitigation plans effectively.
- Collaborate with pricing teams to construct financial models and summarize commercial aspects, including business case development.
- Implement Deal Management methodologies, transitioning from bid processing to Business As Usual (BAU) through process automation and cloud integration.
- Drive change management, knowledge management, and governance within existing BAU operations, focusing on transformation and transition initiatives.

PMO Technology Sales Consulting

Benvia Consulting / Jan 2013 - Mar 2016

- Managed account acquisition and client satisfaction, executing Benvia's sales methods.
- Executed territory management with proficiency in account planning.
- Delivered forecast accuracy and competitive knowledge, managing expenses responsibly.
- Utilized sales tools and management processes for driving research revenue to meet quotas.

Process Transformation Consultant:

- Utilized data analysis and design thinking to solve complex business problems.
- Formulated strategies and roadmaps for operational transformation.
- Offered consultative services, leading teams to address business processes.
- Crafted business cases for digital solutions with cost-benefit analysis and tangible metrics.
- Managed stakeholder relations, translating business needs to technology solutions and supporting sales teams.

Transitions Manager

Tata Consultancy Services / Oct 2011 - Jan 2012

- Managed large-scale transitions for UK and Australian clients in various domains.
- Oversaw onshore to offshore migrations, participating in RFP processes.
- Contributed to solution design workshops and customer value presentations.
- Developed and implemented comprehensive transition plans, managing costs and schedules.

- Crafted solutions & presented value in RFPs for Telecom/HiTech/F&A/Insurance

Manager Transitions

Srypan Consulting / Aug 2006 - Mar 2023

- Directed business transition activities, managing resources for the transition program.
- Implemented Business Transition Plan and governance structures.
- Supported process implementations and staff onboarding, providing operational support.
- Engaged in RFP selection, solution workshops, and customer presentations.
- Developed a master transition plan for service delivery processes.

Spoc

Satyam BPO Transitions / Oct 2004 - Jul 2006

- Actively participating in Solution design workshops assisting Managers in documentation
- Participating in KT documentation
- Process documentation

EDUCATION

AIMA / 2021

Diploma in Management Consulting

Consulting Practice

Cambridge Judge Business School

Executive Certificate Education in Digital Transformation Strategies

BMS (General Management, OB, Project Management)

Xavier's Institute of Business Management