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| **RAKENDU**  BHATTACHARJEE | 9740094071  rakendu10@gmail.com  LinkedIn <Click on icon> |

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|  | ABOUT |

Experienced Business Growth manager with a demonstrated & decorated history of working in one of the top automotive manufacturers.

Skilled & accomplished in **Six Sigma tools, Targeted Customer acquisition, Business Model generation, Marketing Research, Statistical Modeling and analytics, Economics, Revenue & Profit Growth, Operations management, Business Intelligence Improvement, and Business Innovation**. Adept in **Policy-making & policy execution** including building inhouse competencies & hiring specialists for a quick turnaround of business.

I have successfully delivered a few breakthrough projects like **Annual service Maintenance contracts, first in industry initiatives to improve customer convenience & customer acquisition, Productivity improvement Drives, Dealer Revenue Management systems** to catapult revenue & business growth. Showed significant improvement in customer retention by streamlining operations through systems establishment & targeted service marketing. Professional with strong work ethics and a Master's Degree focused in "Service Management and Design" from University of Warwick.

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|  | Education |

## MSc in Service Management & Design | WMG, University of Warwick

### (2014 – 2015)- Sponsored student

Dissertation- ***“Identifying one or more service offerings for a major automotive company based on market segmentation & its implication”***

Activities & Societies- Warwick Economic summit, Nudgeathon, Swimming Boot camp

## B. Tech in Mechanical Engineering | West Bengal University of Technology (now MAKAUT, WB)

### 2007-2011

## CBSE Higher Secondary | DAV Model School

### 2005 – 2007

## ICSE Secondary | St. Xavier’s School

### 2005 Batch

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|  | Experience |

## Cell Head-Business Growth & Profitability| TVS Motor Company

## (One of the top 3 2-Wheeler Company in India)

### 2018 – Present

* Steered growth in monthly **Paid Service Business volume by 39% within 6 Qtrs**.
* **Productivity Improvement of 41%** & doubling the number of workshops in near-benchmark category.
* Improvement of **Earning yield per technician by 65%.** **Improved AMC sale by 54%.**
* Developed & implemented the **most comprehensive Workshop Management software (RMS) @ 200+ Workshops.**
* Captained successful implementation & doubling dealers practicing **Pick & Drop, “All 7 days a week” operation, Express service, At Home service.**
* Nodal point and key driver for the task force to recover Pan India business **post COVID resumption.**
* Implemented a **customizable, transparent & performance-based Incentive system** to steer growth.
* Managed projects related to **Service Marketing strategies, communication & ATL activities**.
* Create mergers with different payment gateways &use of **payment gateways** to improve customer experience & customer retention
* SPOC for **all data analytics projects** including migration to POWER-BI & Power Apps development in Service.
* **Management for FY 1920 & FY 2021**.
* **Call center set up & management** to collect **customer insights** to improve effectiveness of actions. Steering operational team based on insights.
* Cashless **Insurance Promotion** & Workshop **Insurance renewal business.**

## Executive-Service Planning | TVS Motor Company

### 2015 – 2018

* Launched **India’s first Inclusive Road Side Assistance** Program in 2-wheeler Market
* Rolled out **India’s first performance based Free service cost reimbursement** in 2-wheeler
* **Introduced Service cost benchmarking & comprehensive service Profitability** metrics in TVSM Service.
* Steered **Service Profitability & Productivity improvement** projects at 200+ dealerships
* Functional designer of **Digital workshop initiative. First in 2-Wheeler industry**.
* Piloted key concepts like outsourced **Pick & Drop** & replacement vehicle, for TVS Motor Company.
* **Initiated Skill & Competence development** of Non-Technical Job Roles & brought in Manpower **Competence mapping** metrics across all levels.
* **Initiated SoPs & automation to add capacity** at workshops by tracking & significantly reducing lead time for new workshop approval & Same day Delivery.
* Revamped & standardized **service marketing PoP display** to improve activity effectiveness.
* SPOC for developing Service functionalities in **TVSM Connect App**.
* Developed a transparent & easy to use **Incentive Claim software application** for All India Dealers.

## Territory Manager | TVS Motor Company

### 2011 – 2014

* Managed key geographies for the company (South Maharashtra & Pune)
* **1st Territory Manger in the country** to achieve 100% Extended warranty penetration
* **Top achiever** in the Zone in Customer Satisfaction Index FY 1314 & Q1 FY 1415
* **Top Achiever** in the Zone in Business Growth FY 1314 & Q1 FY 1415
* **Highest reduction** in customer complaint/10k inflow in the Zone
* **1st non-production team ever** in South Chapter to be placed in “***Outstanding***” category by the Quality Circle Forum of India for QCS presentation on “*Customer satisfaction Improvement*”.
* **Green Belt Certification** for QC Story. One of the first employees at any level in the customer facing function to be awarded this Certification.

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|  | Skills |

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| * Service design & Delivery * Service Innovation * Revenue & Profit Growth * Financial & Accounting Systems * Policy making & Policy Management. * Business Model Generation * Targeted Service Marketing * Agile Project management | * Operations Management * Data Analytics & Business Intelligence * Economics * Green Belt Certification * Market Research * Technology Management * SQL & Power BI |

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|  | Activities |

Passionate about back-pack travelling. Travelled 17 countries. I like learning about anthropology, behaviour & psychology, cultures and historical anecdotes. I also spend time honing interest in Photography and cinematography when I travel. I have also played in a band.