**Shruti Narware**

Business Analyst (IT, Ecommerce, Salesforce)

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## SUMMARY

* Seasoned professional with 8+ years of overall experience in various domains like E-commerce, IT, FMCG CRM and Loyalty improvement
* Implemented the projects on digital transformation in the area of loyalty and offerings
* Worked on Agile SDLC, CRM, People Management and Business transformation Processes
* Guided Business process Re-engineering, Marketing improvement and Strategic Cost Reduction
* Extensive experience in every phase of a complete Software Development Life Cycle (SDLC) - from project definition, planning, requirement gathering to test planning, execution, rollout and support.
* Experience in writing various epics, features and user stories in JIRA tool , AS-IS & TO-BE mapping , created various BRD, BDD, FRPs , workflows, wire framing, Prototyping and MVP to collect the maximum amount of validated learning about customers
* Worked with technical developers on creating business specific APIs to interface with other systems
* Worked on Risk benefit analysis for loyalty programs for global clients

## EXPERIENCE

**DeltaClass Technology Solutions Ltd (UK) March 2017 - Sep 2020**

**Business Analyst**

**Network Rail *Jan 2020 to Sep 2020***

* Created AS-IS system analysis document for current Customer Relationship Management System developed by ATOS
* Worked on Network Rail the “My Benefits” loyalty program to improve ticket sales, enable customer insights, improve customer experiences , customer self-service and products assistance
* Revamped the existing “My Benefits” loyalty program by including non-monetary rewards like free parking and London attraction passes & improved the net promoter score of Network Rail
* Implemented My Benefits loyalty program in Network Rail Ticket booking mobile app
* Helped product manager on product discovery exercise by performing primary & secondary research
* Conducted business requirement gathering workshops with key stake-holders and created User Stories
* Created AS-IS & TO BE business process diagrams and identifies the improvement and pain points in the current CRM processes
* Worked with Salesforce solution architect to create overall solution design & validated the non-functional requirements (NFRs)
* Helped offshore development team on building Salesforce solution prototype covering key functional requirements on Ticket booking, Helpdesk, Planning and finance
* As part of prototype building defined Organization structure, approval hierarchy ,user roles and Organization hierarchy
* Created Requirement Analysis Pack as this was key document for project delivery life-cycle in Network Rail
* Helped developers and technical leads from Cognizant on understanding functional requirements and related user stories & acceptance criteria
* Worked in JIRA tool to capture epics, features and user stories details

**Page Group *Feb 2018 to Nov 2019***

Page Group is a provider of permanent, contract and temporary recruitment services for clerical professionals, qualified professionals and executives across various disciplines. The company operates in 36 countries globally. I was part of implementation of end-to-end Salesforce solution for “Sourcing to Appointment business process”.

* Business Analyst for the Saleforce.com CRM Delivery using Salesforce Community & Service Cloud Lightning Experience
* Conducted requirement gathering workshops with key stakeholders and documented L1,L2 and L3 functional requirements
* Identified AS-IS business processes and created TO-BE business process diagrams in MS Visio
* This was a Digital transformation project so conducted interviews with key users to identify and documented all the manual processes & pain points
* Define epics and features and created functional user stories and acceptance criteria
* Helped developers and technical leads from Capgemini on understanding functional requirements and related user stories & acceptance criteria
* Project was using AGILE Scrum methodology running 2 weeks sprint

 **Centrica *March 2017 to Dec 2017***

Centrica plc is a British [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) energy and services company. Its principal activity is supply of electricity and [gas](https://en.wikipedia.org/wiki/Natural_gas) to consumers in the United Kingdom and Ireland. It also provides energy solutions to businesses worldwide.

* Worked with stakeholders and product manager on documenting the details of UK business customers loyalty program
* Implemented the CRM system to enhance customer experience
* Implemented My Benefits loyalty program in Centrica’s customers mobile app
* Worked on Digital Customers Rewards in terms of discounts on energy tariff , free servicing of meters and prompt response to energy bill complains
* Implemented Salesforce Service cloud and Opportunity Management (Case management, Entitlement management, Product; price book, High volume customer portal, Partner portal, Visualforce sites) for business support and technical support for UK energy customers
* Web to case, email to case was configured for case management and this helped to improve customer satisfaction
* Interacted with various business team members to gather and documented the requirements.
* Customized user Roles, Role hierarchies, Profiles and Sharing settings to ensure that the protected data is available only to the authorized users

 **Tata Consultancy Services - Sr. Business Analyst *April 2010 – Oct 2012***

**Walmart.com Global e-Commerce**

* I was part of Walmart.com’s Retail Transformation program. In this program, the focus was to release features, which can have direct impact on online sales.
* Business Analyst for solution increments (projects) on - Buy Online Pick in Store (BOPIS), Buy Online Ship from store (Same day delivery) and loyalty program roll-out
* As part of workshops, I gathered requirements on loyal customers to earn points only on selected items.
* In this pilot project, customers can enroll for a loyalty program online and once the enrolment is done customers will get the Walmart Loyalty program card.
* Shoppers will earn points any payment methods – whether its cash, credit card, money transfer loyalists will get points.
* Customers will be able to redeem their accumulated rewards points when they qualify one of the 4 tier based benefit’s levels.
* Was involved into enhancement of Gift Registry for walmart.com across channels: in-store and ecommerce
* Created user stories from the functional requirements in JIRA tool
* Involved in day to day sprint planning and prioritization and organized Scrum meetings (Standup, Sprint planning, Review and Retrospective)
* Worked on As-Is & To-approach, where I analyzed process models as they are (AS-IS) & documented and compared them to the future and improved designs (TO-BE)

 **AC. Nielsen - Client Reporting**

* Established Unilever Global brand development team in Bangalore, Involved in knowledge transfer and setting up templates
* Always took initiative for process improvement.
* Worked as Category Analyst for Food & beverages and also worked on deliverables for other categories like Hair Care, and Deodorant
* Designed and worked on business scorecards, various metrics and KPIs for daily deliverables

**Dell International - Sales Consultant *Aug 2008 – Mar 2010***

* Utilized client feedback & personal network to develop marketing intelligence for generating leads.
* Position different Dell Brands and solutions to customers with right pricing – identify opportunities for giving customers value through intelligent and limited discounting.
* Identified and worked on cross-selling and up-selling opportunities for B2B, B2C segments
* Worked with senior management on creating customer Loyalty strategies
* Connect with Dell’s small & medium business clients, understand their needs, creates solutions that deliver value to them.
* Keep account of Dell’s competitors and their offerings available in the market and accordingly position Dell’s Brands to consumers.

## EDUCATION

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| --- | --- | --- |
| **University/Board** | **Degree** | **Duration** |
| IBMT, Bangalore | MBA ( Marketing and Business Management ) 74% | 2006 – 2008 |
| Vikram University, Ujjain | Bachelors of Commerce 61% | 2003 –2006 |

## HOBBIES

* Travelling, Chess, Photography and Painting

I hereby declare that the above information provided by me is true to the best of my knowledge.

Date (Shruti Narware)