



## PRAVIN TAKSANDE

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### PROFILE SUMMARY

Experienced business process analyst with a proven track record of leading major projects. Assessed, designed, & implemented organization-wide standardization of processes on CRM platform for Pre-Sales, Sales, Marketing & back office as a part of an overall strategic business change. Effective team leader who excels in motivating and organizing the team for optimal performance. Proficient at identifying, quantifying, planning, and controlling all business process analysis and operations-related activities, identifying existing and potential problems & working to eliminate them. Track record of coming up with innovative solutions that resulted in cost reduction, streamlined operations, and improved security. Streamlined pre-sales, sales, customer lifecycle management, ticketing process, booking & invoicing system, lead & campaign management, payment systems increasing productivity and customer satisfaction. Delivered high-performance technology solution for sales, marketing, back-office / CRM department.

### SKILLS

<b>Generic</b>	Proficient in a variety of business applications Technically accomplished and creative problem solver Process Analysis, Facilitation, Mapping & Design Gathering & interpreting data Deep understanding of business principles and needs Proactive and motivated team leader Stakeholder management Excellent oral and written communication skills Quick learner who is committed to staying at the cutting edge of IT, networking, and application technology
<b>Critical</b>	<b>Requirements Elicitation:</b> Brainstorming, Interviews, Focus Group Discussions, Workshops, Surveys, Process Analysis <b>Documentation:</b> BRD, FSD, Project Charter, Use Cases, SoW, Training Material <b>Business Process Modelling:</b> Flowcharts, UML diagrams <b>Frameworks:</b> Acquainted with Agile & SDLC methodology <b>PMO:</b> MIS, Advanced Excel, Dashboards, Conflict Management, Reporting, Process Governance, Budget Management
<b>Tools</b>	<b>Diagramming:</b> MS Office Suite, Microsoft Visio, UML <b>Project Management:</b> Advanced Excel, PPT, MS Project
<b>Technology Solutions</b>	CRM (Sugar, Salesforce, ZOHO, LeadSquared), SAP, WIN, Allegiance Enterprises & SaaS

### WORK EXPERIENCE

03/2015 – 06/2020      **Xrbia, Pune - Sr. Manager**

- Provided recommendations for operational efficiencies and process improvements and assists in policy development to support change initiatives
- Reduced negative impacts to existing processes and internal applications by facilitating meetings, interviews, workshop session with Business stakeholders, SMEs, technical team, and end-users from various areas for identifying/clarifying business requirements
- Designed user stories along with Product owner and SME's for new development initiatives in the payment domain

- Provided functional & analytical support to the process design teams, including definition, planning, and implementation of various high-level business needs & initiatives to achieve process design goals
- Validated technical designs created by developers against functional specifications.
- Replaced existing processes having a major manual intervention for Pre-Sales, Sales, Marketing & Back Office department with an enhanced automated process on a single CRM platform
- Participated & supported User Acceptance Test (UAT)
- End-user training for all new system enhancements and ensure the new process is documented.
- Lead Standard Work documentation, managing a team of 10 in the design and documentation of these processes. Working with 5 groups, 20+ sub-processes, and design and drafting of Standard Work that impact over 300 employees, 100+ Channel Partners, 8000+ customers & 8+Lac lead data
- Retention marketing - Devised and implemented various campaigns for existing and new customers driving engagement, repeat purchase, referral behavior & retention
- Project Management -
  - Marketing Process Automation (SAP & CRM based)
  - Lead Management Process for Pre-sales team
  - Cloud telephony solution deployment with Ozonetel
  - Lead & Booking Management process for the Sales team
  - Lead, Booking & Payout Management Process for Channel Partners
  - Booking / Invoicing / Payment process for back office
  - Facility Management Process for External Team and Customer
  - Customer Application – for referral, booking, self-care with the ticket system

03/2011 – 03/2015

**NetCarrots.Com Pvt. Ltd., Mumbai** – Asst. Program Manager

- Worked on flagship product of the company for Loyalty & CRM initiative for various sectors/clients and was responsible for
  - Planning & Strategy for engagement & retention
  - Complete roadmap for program
  - Internal & External Stakeholder management
  - Establishing process and performance framework for business transformation and implementation
- Business partner with key stakeholders evaluating changes in business processes and product offerings that significantly impacted the end-to-end process
- Proposed solutions meeting defined specifications and needs.
- Engaged with Business stakeholders, SMEs, technical team, and end-users to gather requirements/business rules, and ensure alignment with development teams
- Documented business requirements, functional specification by writing Use Cases, Business Flow Diagram, Data Model Diagrams
- Evaluated risks related to requirements, implementation, testing processes, project communications, and training
- Multiple onsite client experiences for requirement gathering – (interviews, Requirements workshops), knowledge transfer, integration, and project transition
- Subject Matter Expert to document high-level Product/ service processes and capabilities. Helped create User Guides for application
- Successfully managed relationships between various markets, vendors, and corporate resources to fully meet their business process and change management needs. This included training, ad hoc reporting, defining policies, methods, & procedures and best practices. Provided post-implementation results as assigned
- Data Analysis, Data Validation, Data Cleansing, Data Verification, identifying data mismatch.
- Monitored execution by supervising deliveries of Technical, Creative, and Operational Support Teams with testing
- Managed an internal team of 7 for 6 projects, working with 14 external groups, 20+ sub-processes and design and drafting of Standard Work that impact over 18000+ customers
- Initiatives:
  - Easy Access – Escalation matrix-based (ticketing process for timely resolution) process for ACC channel partners, which got the accolade at their National Meet

- Distinction of accomplishing 2 phases of multilingual multiplatform (online & offline) NPS project for ACC
- Accredited for developing and executing technology-driven innovative processes (Easy ACCess, Escalation Matrix, Announcement Board, Locker, AO / DO Module & NPS) for enhancing channel member engagement/interaction

02/2008 – 03/2011	<b>Paradigm Plus Marketing Communication Pvt Ltd.,</b> Pune – Division Head
03/2007 – 01/2008	<b>Relio Quick (I) Pvt. Ltd.,</b> Pune – Branch Manager
07/2006 – 03/2007	<b>Akasa Advertising Inc.,</b> Nagpur – Client Servicing Manager
01/2004 – 06/2006	<b>Interads Advertising Pvt. Ltd.,</b> Nagpur – Media Manager
09/2002 – 12/2003	<b>Market Missionaries (I) Pvt. Ltd.,</b> Nagpur – Media Executive

## EDUCATION

2002	MBA (Marketing), Nagpur University
1999	B.Sc. (Electronics), Nagpur University