**Laxmi Sarangdewat**

 **Salesforce Sr. Business Analyst**

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**Profile Summary**

Certified Salesforce professional with over 20 years of Overall experience including 12 years managing complex solutions in Salesforce and Customer Relationship Management. Served as liaison between clients, stakeholders and technical teams in order to successfully execute projects with best practice and its intended goals. Experience in design, Administration, Configuration, Implementation, testing and Support of salesforce.com solutions. Demonstrated strength initiating, planning, executing and controlling projects on time with available resources. Successfully lead all the aspects of business operations to manage and implement service & sales cloud platform for telecom industry with a focus to bring Enterprise wide efficiencies.

**Core Expertise**

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| * Salesforce.com design & Solutionionizing including Lightning migration
 | * Team Management
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| * Business analysis and requirement documentation
 | * Project mgmt.
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| * Client relationship mgmt.
 | * Gap analysis
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| * Strategic planning & Executive presentation
 | * Resource mgmt.
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| * Change mgmt. & user adoption
 | * Agile/Waterfall
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| * Application & process integration
 | * JIRA
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**Salesforce Expertise**

* User Management : Addressed User creation, Chatter, access & issues for 1000+ users globally
* Security : Implemented OWD, Roles & Profiles, Sharing rules & Permission sets
* Process Automation. Automated most of the manual process using declarative tools like, Workflows & approvals, process builder, Visualforce page
* Data Mgmt. : Implemented 100+ validation rules for data quality, accuracy & data protection in conjunction with data.com & data import/export tools
* Sales Cloud : Customized Account & Account Plans, Contact, opportunity, Lead & Campaign to meet business requirement but not limited to Web-to-lead, routing & Assignment, Lead Conversion, Account & Opportunity teams, RFPs & Travel request approval, Sales Path
* Service Cloud : Customized cases for Web-to-Case, case routing & assignment, escalation, closure
* Marketing Automaton: Experience with Marketo, Pardot Configuration & Integration with SFDC, Scoring, segmentation, Engagement Studio, completion actions, exposure to Hubspot & cvent
* Analytics: Managed over 900 Reports & Dashboards and Tableau reporting for consolidated view
* Monitoring : Optimizer Tool & Critical updates
* Integrations : S2S, Single Sign-on, External systems

**Certifications**





**Awards/Accomplishments**

* Encore award by Johnson & Johnson Business for North America CRM Implementation.
* 4 Magic Mentions by Equinix Inc. Business Community.
* Prestigious Feather in the Cap awarded twice by Wipro for outstanding performance in the projects.
* Thanks a Zillion & Uplifting Service Champion Award by Wipro Technologies

**Education & Training**

* Post Graduate Diploma in Business Management (PGDBM) with specialization in Marketing from FMS-IIRM [1997]
* Bachelor of Arts (B.A.) from Mohan Lal Sukhadia University (MLSU) [1995]
* Certificate in Computing (CIC ) from Indira Gandhi National Open University (IGNOU) [2002]
* E2E100 End to End Root Cause Analysis
* [E2E300 End-to-End Business Process Integration and Automation Management](http://download-sap-ebooks.blogspot.com/2012/01/ebook-download-e2e300-end-to-end.html)
* C4C : Cloud for Customer

**Work History**

**Employer: Akshaya Inc** Aug 2020 – Present

**Role :** **Salesforce Sr. Business Analyst** Nov 2018– July 2020

**Client : SiriusXM,** Dallas, TX

* Lead requirement gathering sessions with stakeholders, documenting business requirements & High level solution with visual representation
* Coordinating with dev ops & various teams for the implementation in an agile delivery model.
* Work with Business partners to improvise existing processes & tools
* Support Salesforce~Marketo integration
* Built standard SFDC reports & dashboards
* Analyze, design, optimize, and integrate business processes
* Create User stories, Define user acceptance criteria & grooming with functionally specific project teams
* Collaborate with Product Owner, Stakeholders, Dev ops teams to drive UAT & sign Off
* Participate in all agile meetings such as sprint planning, stand-ups, elaboration/grooming sessions, demos, and retrospectives.
* Actively participate in driving continuous improvement across the product and the team.
* Implemented Legal approval process, LMS with Docebo Integration, CloudCraze B2B ecommerce solution

**Role :** **Salesforce Business System Analyst** Nov 2018– July 2020

**Client : Equinix Inc.,** Dallas, TX

* Gathering, analyzing & documenting business requirements and coordinating with development team
* Research & provide solution on day to day issues
* Work with Business partners to improvise existing processes & tools
* Support Salesforce~Marketo integration and other associated integrations
* Worked extensively on Standard, Custom Objects & partner portal
* Built standard SFDC reports & dashboards
* Perform data migration using data loader, Import Wizard and Salesforce-to-Salesforce.
* Working with business for UAT and obtaining sign-off to ensure timely quality deliverables.

**Role :** **Salesforce Business Analyst** Sept 2016 – Oct 2018

**Client : West Corp.,** Omaha, NE

* Evaluating existing CRM system architecture for Salesforce, Microsoft Dynamics, NetSuite and integration components for system consolidation, assessing critical system deficiencies and recommending innovative alternate solutions to bring enterprise wide efficiencies.
* Gathering, reviewing and analyzing complex requirements from business and technical stakeholders for designing, developing, and implementing technically feasible CRM solutions using waterfall or Agile Development Methodology in well planned sprints.
* Automated complex business processes, workflows, approval processes, validations and user interfaces
* Lead delivery teams in implementing and enhancing encrypted SFDC platform for managing new deals & treasury with complicated security protocols, Salesforce Lightning App builder, and Lightning components client-server framework.
* Lightning migration completed for 100 pilot users
* Managed projects for HR, M&A, Treasury & Healthcare processes.
* Worked extensively on Accounts, Contacts, Leads, Opportunities, Activities, other Standard Objects and Customized Objects
* Built standard SFDC reports & dashboards with Tableau integration based on user stories
* Performed data migration using data loader, Import Wizard and Salesforce-to-Salesforce.
* Review Solution Design Documents, Business Requirement Documents, High Level Design Documents deployment plans & Visio Flow Charts to represent business processes.
* Leading discussion on SFDC License procurement based on system usage & future plans to justify ROI.
* Review user training documents, lead training sessions and obtaining sign-off to ensure timely quality deliverables.

**Employer: Wipro Limited** Jun 2009 – Sept 2016

**Role :** **CRM Solution Architect** Jan 2014 –Aug 2016

**Client : Johnson & Johnson – Vistakon,** Jacksonville FL

* Implemented CRM Web UI for North America & subsequent Global roll- outs and post go-live support
* Led Requirement gathering sessions for Enhancements, defects for Global Clients
* Implemented project for CTI Integration (Genesys)
* Responsible for working with business stakeholders and technical teams to design feasible solutions
* Working with Customer Service, Business Insight, Master Data Teams Globally to address their requirements/questions
* Conducting/participating in daily/weekly/monthly meetings with CRM team members and Client Leadership for status updates & expectation alignment
* Workshops with Business for Requirement Gathering, analysis and understanding requirements Specification, Functional test, UAT & sign off
* Overall ownership of SAP CRM issues reported by the customers & constant support on the queries in conjunction with ECC.
* Co ordination with offshore, Basis, BI, OTC & other teams to ensuring successful completion of activities
* Preparing Functional Specs & Test Scripts
* HP Quality Centre experience & Release Management.

**Role :** **CRM Lead Consultant**  Jun 2013 - Dec 2013

### Client : PricewaterhouseCoopers, Tampa FL

* CRM 7.0 Interaction Center Contact Centre implementation & support with focus on CTI Integration, Agent setup, Marketing & Campaign, Opportunity, Accounts & Contact Management across US & UK.
* Configured Marketing and Campaign Management, Configured Campaign Types, Objectives, and Tactics, ELM, Opportunities, Accounts & Contacts based on Customer requirements.
* Segment of Business Partners (Target Group) through Segment Builder.
* Customized the screen layout of the IC Web Client, Transaction Launcher for ECC & CRM transactions, ERMS & workflows to automate agent routing, monitoring middleware data between ECC and CRM & inbound and outbound queues for Bdoc error handling.
* Extensively involved and coordinated testing phase of the project and performed functional testing to ensure high precision.

**Role :** **CRM Lead Consultant**  Dec 2010 - May 2013

### Client : Cardinal Health, Dublin OH

* CRM 7.0 Service Management Implementation/support/Enhancement with focus areas on Complaints, ERP transactions, Genesys integration, ERMS, Knowledge Articles, Case Management
* Lead for SAP CRM and responsible for overall functioning of SAP CRM with respect to configuration, enhancement/bug-fix & Tickets with conjunction to Legacy systems and Interfaces
* Configuration of Categorization, Rule Modeler, CRM complaints, ERP transactions, ERMS, Knowledge Articles, Genesys, Web UI configuration.
* Constant interaction with business for requirement gathering, testing & sign off coordination
* Involved in SAP CRM Service Management implementation, Case Management, testing, defects Management, enhancement, cutover, hypercare, go-live & post go-live support

**Role :** **CRM Application Lead** Mar 2010 - Nov 2010

### Client : Nokia Siemens Networks, Munich

* Worked as the Application support lead for the SAP CRM in onsite offshore model and supported Sales & Marketing, Middleware, Sales Contracts
* Managing team deliverables in accordance with project timelines & adherence to SLAs
* Structuring the resource allocation with respect to project requirement and project profitability  and setting expectations both onsite and offshore
* Coordinate complex changes with other teams for assessment and synchronization of changes

**Role :** **CRM Project Manager** Jun 2009 - Feb 2010

### Client : Ericsson, Sweden

* As the lead consultant for the upgrade was responsible for Complete implementation, requirement gathering , AS-IS study and Gap analysis, blueprinting, upgrade & support, Business Roles Configuration, Inbox Profile, Navigation Bar Profile in highly customized system
* Implementation of business flows with all the validations in upgraded CRM system.
* Contributed in pre-sales activities i.e. RFP Responses with solutions, requirement understanding & high level approach & presentations to customers.

**Employer : Bristlecone India**

**Role :** **CRM Consultant**  Mar 2008 – Jun 2009

### Client : SAP Labs, India

* Implementing/Supporting Global SAP CRM Projects
* Good exposure to base customization, status profile, partner determination, business partners, organization determination
* Interaction with the CSEMs & other components for timely resolution

**Role :** **CRM Consultant**  Mar 2007 – Feb 2008

### Client : SAP Labs, India

* Implemented & supported SAP CRM projects.
* Business process configuration with roles, Account and Contact Management, Quotation and Order Management, Activity and Task Management, Opportunity Management, Lead Management, Campaign Management, Service Tickets Management, Groupware Integration.
* Test Script Enhancement / Automated Test Scripts. Testing Functionality of Regular / Enhancement Notes applied in the system.
* Training and Documentation: Responsible for internal employee training. Preparation of Process Documents. Restructuring/Redesigning/Modifying process documents at regular intervals.

### Employer : Biocon Ltd., India

### Marketing Executive May 2004 – Mar 2007

* Promoting new products & creating awareness for the same among existing clientele and Strategic Procurement of Materials
* Market Research for exploration of new Business Opportunities.

### Employer : Software Technology Group Intl. Ltd., India

### Business Development exec Aug 1998 – July 2003

* Software development on Oracle/D2K for various industries
* To Develop and implement sales and marketing strategies focused on maximizing the company’s revenue growth, by aggressively prospecting into new accounts and managing existing accounts.
* Market Research for the current Development and trends in the Information Technology.