



# Kranthi Kumar P

MBA graduate and an experienced Consulting Analyst with domain expertise across SFA/CRM processes in Cloud Networking, Travel & Hospitality, and exposure to American Healthcare & Insurance industry. Close to 6 years of IT/Business Consulting experience with an exceptional record as Implementation Consultant in delivering agile solutions through scrum management.



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## KEY SKILLS

- Salesforce CPQ/CRM
- Microsoft Azure
- Business Analysis
- Project Management
- Conflict Management
- User Acceptance Testing

## CERTIFICATIONS

- MS Azure Fundamentals
- Salesforce Administrator
- IBM Blockchain Essentials
- Google Analytics
- Bloomberg Market Concepts
- NCFM Banking module

## EDUCATION

- B. E (Electronics & Communication), Osmania University, 2013
- MBA (Finance & IT Consulting), DMS IIT Delhi, 2018

## EXTRACURRICULAR

- Co-Founder of NIVAH, Social Initiatives wing of IIT Delhi
- Volunteered for teaching at primary schools in Bengaluru

## WORK EXPERIENCE

### Cognizant

#### Consulting Analyst, Bengaluru

[May/2018- Present]

##### Salesforce CPQ IT Solution Design – Client: One of the top 100 digital companies in the world

- Delivering strong advisory services in the areas of sales enablement & assessment through custom-built Salesforce CPQ platform and automation
- Working closely with Deal Management Team and IT leaders of client organizations to plan & execute transformation of CRM processes and digital programs
- Involved with consulting led assignments in areas of sales cloud app rationalization and optimization including customization in terms of product and platform synergy
- As IT Product Owner, closely engaged with business stakeholders to maintain prioritized product backlog
- Leveraged analytical skills to perform fit-gap analysis for process changes and translate complex business problems into simple and actionable tasks
- Facilitated the UX design by conceptualizing the quoting workflow that helped in boosting the sales efficiency
- Aided the design of deal scoring matrix to automate the lifecycle of quoting approvals and order booking
- Augmented CPQ services to track purchase history and support renewals for Installed Base
- Led the cross functional teams for requirement gathering sessions and the incremental cutover migration from Model N (Quote-to-Cash) to Salesforce CPQ (Configure-Price-Quote) platform
- Acted as Scrum Master and served as a liaison between key stakeholders and handled conflict situations
- Drafted user stories with detailed acceptance criteria to alleviate concerns during development and testing
- Succeeded in raising the productivity of team by mentoring new BA recruits, both for client and Cognizant

##### CRM Advisory & Solution Implementation – Client: A Fortune 500 Online Travel Shopping Company

- Consulted in benchmarking existing business capabilities against the loyalty management trends of global travel and hospitality players, to modernize the in-house mobile wallet system
- Modelled customer experience journey across mobile platforms and generated insights/recommendations
- Elaborated solution-based architecture for rewards management system and designed a phased high-level implementation roadmap to achieve the business goals

### Management Consulting Intern

#### Salto De Fee Consulting, Gurgaon

[May/2017 - Jul/2017]

- Worked as Business development analyst and performed gap analysis to find drawbacks in adaption of in-house feedback application 'Karma Notes'
- Conducted holistic market research on trends in performance management across organizations in country
- Published a white paper 'State of Performance Management System across India in 2017' post the research survey analysis and review with Principal Consultant, HR & Business Leaders
- Remodeled the feedback application based on PMS 2.0 insights to enhance the customer experience
- Organized sales infrastructure and prospective client information for revenue generation

### QA Engineer

#### Infosys Limited, Hyderabad

[Oct/2013 - Jul/2016]

- Primarily worked as SPOC for offshore quality assurance team from Hyderabad location
- Performed risk-based assessment of IT systems, policies, and practices to ensure compliance with HIPAA for a leading American Healthcare Client – Horizon BCBSNJ
- Spearheaded automation of claim filing process for clients in the areas of Professional & Institutional billing, Medicaid, Medicare programs which reduced the manual testing effort by more than 70%
- Engaged in the business requirement gathering and analysis sessions for Electronic Data Interchange (EDI) portal
- Documented business test cases using JIRA and QA testing through Bugzilla
- Bridged the gap between new & legacy healthcare IT solutions by collaborating claim adjudication (NASCO), data integration (INFORMATICA), and middleware processes

## ACHIEVEMENTS

- Received 'Sapphire Award' for implementing seamless migration of quoting platform for client
- Appreciated by sales team for drafting workshop deck to run design thinking session
- Campus Runner-up in YES BANK Transformation Series