

TARUN KOCHHAR

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SR. SALESFORCE TECHNICAL CONSULTANT

Expert Salesforce Service Cloud Voice Product Development* Salesforce Troubleshooting* Apex Development* Lightning Web Components (LWC) Development* Flow Development* Lightning Pages Development* Omnichannel Utilization* Standard Components Integration* Amazon Connect Integration* Amazon CTI Adapter Integration* Real-Time Data Synchronization Solutions* Call Control Solutions* Agile Methodologies* Product Development Lifecycle* Continuous Delivery* Cross-Functional Team Collaboration* Product Management Collaboration* User Experience (UX) Collaboration* Quality Assurance (QA) Collaboration* Development Team Leadership* Mentoring Development Teams* Innovative Product Enhancement* Customer Experience Improvement*

Salesforce Development, Design & Consulting
SOAP and Rest API understanding
Good understanding of **Agile Principles**
Platform API Integrations: **XML & JSON**
Architecture, Patterns & Compliance
Record, Screen and Autolaunched **Flows**
Version Controlled deployments
Digital Experience, Channels
Chat-bots, Service Cloud Voice

Flows, Visualforce Page, **LWC** and **Lightning**
Point & Click: **Workflows, Validation Rules**, etc.
Apex classes, Apex Triggers, Test Coverage
Used **SOQL & SOSL**
Security : **Users, Profiles, Roles, Permissions**
Custom-Metadata, Custom Settings
Bitbucket, SourceTree, VS Code, JIRA
Omni-Channel, Community Builders, Einstein
AWS (Connect, Lambda, Kinesis, CloudWatch)

PROFESSIONAL EXPERIENCE

Neuraflash India Pvt. Ltd.

- 2021 - Present

Individual Contributor/Module Lead - SCV-AWS Developer → In-house Products & Innovation

Project Description:

As a Module Lead/Sr. Developer, I spearheaded active development efforts to enhance our Service Cloud Voice products with new features and capabilities. Leveraging my expertise in Apex, Lightning, Flows, and Omnichannel, I led the design and implementation of innovative solutions tailored to our customers' evolving needs. Through collaborative efforts with cross-functional teams, I ensured seamless integration with our existing product suite while continuously improving product quality and user experience.

- ❖ Successfully delivered multiple product releases with new features and capabilities.
- ❖ Improved product quality and user experience through continuous enhancements.
- ❖ Optimized product performance and scalability through efficient lightning architecture and designs.
- ❖ Led the design and development of new features for Service Cloud Voice products
- ❖ Managed and mentored a team of developers for product enhancements
- ❖ Collaborated with cross-functional teams (Product Management, UX, QA) for requirement gathering and product roadmap

TA/Consultant - SCV-AWS Developer / Client Domains – Online Medical Support/Personal Care Industry /Computer Based Testing

Project Description:

Our organization implemented Salesforce Service Cloud Voice with Amazon Connect and Amazon CTI Adapter, enabling real-time call logging, screen pops, and unified agent workspaces. We developed custom Apex classes, Lightning pages, flows, and leveraged Omnichannel for integration along with connected apps, named

credentials and other key integrations. We managed teams, collaborated with stakeholders, and ensured seamless integration.

- ❖ Successfully integrated Salesforce Service Cloud with Amazon Connect and CTI Adapter, enabling voice capabilities and call control for customer service.
- ❖ Designed and implemented scalable, efficient, and robust architectures for call data logging, real-time agent workspace updates, and CTI integration.
- ❖ Trained and mentored development teams on AWS integration, CTI, and Salesforce best practices, delivering projects on time and within budget.
- ❖ Managed teams of 3-5 Salesforce developers for the projects.
- ❖ Supervised understandings of multi-tenant architecture, integration architecture, Apex, Lightning Components, Asynchronous framework, CTI framework, and telephony integration
- ❖ Gained solid understanding of PaaS platforms like AWS, Heroku, Azure, and experience working with other technology platforms like SAP, Oracle, MS Dynamics.

Sr. Chatbot Developer / Client Domains – Insurance company/Photography-Image Sharing/Forum-Content Provider

Project Description:

Enhancements to the clients' existing Einstein Chatbot, built on Salesforce Service Cloud. Our clients wished to offer more options and possibilities to their customers to get their resolutions from the bot, by itself, while cutting down on agent routing/traffic.

- ❖ Understand requirements with the clients in Discovery sessions.
- ❖ Produce possible and optimal solutions, giving the customers a stronger value add than expected.
- ❖ Explore opportunities of suggesting possible automations to optimize customer service for our clients.
- ❖ Enhance chatbot capabilities with more and better utterances for better, quicker resolutions.

Sr. Salesforce Developer / Client – A Roofing Systems company

Project Description:

Revamp the client's existing flows, wrapping them in Aura components, enabling inter-relatability and better data representation in real-time, thus avoiding repetitive page refreshing

- ❖ Gather data on challenges in revamping existing logic and accordingly provide solutions i.e. *lightning aura*.
- ❖ De-link flows with existing, obsolete schematic and re-link logic to new ones.
- ❖ Enhance UI for newly built Aura components, used to combine more than one flow under one lightning application .
- ❖ Refine queries for existing flows using Apex Enterprise Design patterns.

Sr. Salesforce Developer / Client – Accessories and Fashion Clothing Company

Project Description:

Enhance client's digital experience channel: Einstein Chat-Bot and other aspects of Case management like: Email-To-Case, Web-To-Case and general automation extensions using flows instead of pure code, to utilize the most of Salesforce's click over code fundamentals.

- ❖ Groom solutions with architects for client's requirements - implement, optimize and deliver.
- ❖ Work on the principles of click over code - making the most of development using flows and configurable automation.
- ❖ Extending service-cloud capabilities and addressing various reporting changes/additions.
- ❖ Enhance UI/UX on Einstein Chat-bots and add additional dialogs/intents and refine utterances to optimize and resolve without the need to transferring to agents over Omni-channel

- ❖ Version controlled deployments via Bitbucket using tools like: SourceTree, VS Code, IntelliJ.

Sr. Lightning Developer / In-house Products

Project Description:

Setup an In-house environment for customer-service and case management over Force.com, using communication channels like Email-To-Case, Web-Forms, Community Cloud, Einstein Chatbots and Service Cloud Voice using AWS Connect with Voicemail support

- ❖ Understand and form a wireframe to structure an in-house case management system over multiple Digital-experience communication channels.
- ❖ Setup salesforce to enable Omni-channel for salesforce side agent activities
- ❖ Setup AWS Cloud Formation templates to integrate with salesforce in order to create cases and transfer voice calls to agents over Omni-channel
- ❖ Create AWS Connect instances and flows to accept voice calls and transfer cases/calls to salesforce as per logic understood
- ❖ Configure Einstein Chat-bots, Community builder and Email-to-case to enable their end of case creation activities.

Cognizant Technology Solutions

- 2019-2021

SFDC Developer / Client – A Healthcare Company

Project Description:

This project was based on Community Cloud. The client had an online store maintained on Force.com. The project demanded some UX/UI revamp, but also wanted to maintain existing functionality.

- ❖ Requirement analysis and appropriate solution modeling.
- ❖ Followed Jira – Task assignment process.
- ❖ Pilot approach – the new module was restricted to only a few users until final approval and successful UAT.
- ❖ Involved URL Rewriting and Custom Setting maintenance for friendly URLs.
- ❖ CI/CD migration approach followed.

SFDC Developer / Client – A Healthcare Company

Project Description:

This project focused on Marketing/Sales cloud enhancements, as well as special add-ons pertaining to COVID-19 automations to manage Lead conversions and various other operations

- ❖ Requirement analysis and appropriate solution modeling.
- ❖ Followed Jira – Task assignment process.
- ❖ Extending marketing cloud capabilities and classic to lightning migrations for a few standard operations.
- ❖ Version controlled deployments via Bitbucket using tools like: SourceTree, VS Code.
- ❖ Development tools: Developer Console, IntelliJ-Illuminated Cloud.

Infogain India Pvt. Ltd.

- 2013–2019

SFDC Developer / Client: A Media/Entertainment Company

Project Description:

Salesforce maintenance/extensions. Research on *Tableau – Salesforce* Integration.

- ❖ Code Clean Up. Code Review.
- ❖ Building optimal test coverage within lesser LOC.

Software Engineer / Client – An E-Commerce & Payment Solutions Company [Client - Side]

Project Description:

The client had a Salesforce-CRM base for their customer service portal. All customer-side tickets would be logged in the system. I, being part of a 7-member back end team, completely responsible for back-end maintenance, equally contributed to raised tickets for add-on functionalities/ changes in existing customer service portal.

- ❖ Code optimizations for decreased LOC.
- ❖ Followed Jira – Task assignment process.
- ❖ Regular meetings with clients for reviews and requirement gathering.
- ❖ Handled Point-&-Click tasks like workflows, process builders, validation rules.
- ❖ Implemented triggers for custom business processes.
- ❖ Fields & Relationship changes/additions concentrated majorly on.

Software Engineer / Client – A tobacco and cigarette corporation [Agile Project]

Project Description:

The client, being a giant in the Tobacco manufacturing industry, required a stable Customer Support – On Cloud. Having an unstable and heavy past-experience with Microsoft Dynamics, our team was asked to migrate it to SFDC on client's demand. Modules mainly covered were a part of Service Cloud – Issues, Consumer/Customer recording, Survey Management, Reporting and CTI Integration (In-house softphone development).

- ❖ Leveraged client's existing IT framework/CRM system for better data visibility and system integration.
- ❖ Assisted in gathering Project Scope, Business Requirements and Functional Requirements with internal team and client.
- ❖ Performed major customizations over Visualforce Pages using Apex language.
- ❖ Frequent formal client interactions.
- ❖ Handled part of API integrations and web service calls.
- ❖ Handled Point-&-Click tasks like: Workflows, Process Builders, Validation Rules
- ❖ Implemented triggers for custom business processes.
- ❖ Brief involvement in CTI – softphone integration.
- ❖ Performed Inbound-Outbound deployment process for different environments.
- ❖ Performed multiple Test Class implementations to maintain higher coverage.
- ❖ Project covered under full-fledged Agile Methodology.

Software Engineer (Module Lead) / In-House (SFDC for Marketing Dept.)

Project Description:

The company maintained a Search Portal for the Sales Reps. on WordPress. It fetched real time search results from a System using REST API. Unfortunately, this service was only accessible on a web-browser and the team wished to grow this application on a portable level. Hence, they figured out, reflecting this on Salesforce could help achieve the desired requirement of portability. Salesforce was also chosen as the company's Sales & Marketing is managed through Salesforce CRM. The Search Portal, therefore, was reflected (developed) and made compatible to the Salesforce1 environment, for portable access.

- ❖ Visualforce conversions from original WordPress design.
- ❖ UI enhancements with respect to Salesforce Environment/Compatibility. Overriding standard Salesforce CSS with custom Styling.
- ❖ Two Major REST API (JSON) based data Integrations.
- ❖ JavaScript REST call for search results.
- ❖ Trigger Implementation for data logging (Mainly for Reporting Analytics).

- ❖ Customizing applications for Salesforce1 (Especially over iOS platform).
- ❖ Testing and Test Coverage.

SOA Developer / Client – A Life Science Research & Clinical Diagnostics Company

SOA Developer / Client – A storage and data management company

- ❖ Developed various Web Services using WSDL, SOAP and Oracle J-Developer
- ❖ Testing the portal functionalities and BPEL workflows
- ❖ Extensively used XSLT, XSD, and WSDL.
- ❖ Design and Implement error handling using the Fault handling framework.

LEADERSHIP ACHIEVEMENTS

- **Spearheaded the successful implementation of Salesforce Service Cloud Voice integrated with Amazon Connect and Amazon CTI Adapter, enabling real-time call logging, screen pops, and unified agent workspaces across the organization.**
- **Transitioned to an in-house product and innovation role, leading the design and development of multiple product releases with new features and capabilities for Salesforce Service Cloud Voice products.**
- **Optimized product performance, scalability, and user experience through efficient architecture design, continuous enhancements, and adherence to best practices.**
- **Contributed significantly to the overall product strategy and roadmap, showcasing a deep understanding of customer needs and industry trends.**
- **Mentored and led cross-functional development teams, fostering collaboration, innovation, and successful delivery of high-quality products that enhanced customer experiences.**

EDUCATION/PROFESSIONAL CREDENTIALS

Bachelor of Computer Applications, Batch of 2013 • Aurangabad University, Maharashtra
5x Certified Salesforce Platform Developer/Sharing and Visibility Architect
1x AWS Certified Technical Developer

TECHNOLOGY SKILLS

Proficient in Excel, Word, Core Java, SOAPUI, Oracle SOA Suite, Oracle 10g, XML, SFDC, Force.com, Apex.
Tools Used IntelliJ, VS Code, SourceTree, OFM JDeveloper, MS Office (Excel, Word, Powerpoint), Google Docs, Sheets, Slides, JIRA, BitBucket, Github, Adobe Acrobat,