**- ABHILASH SURENDRAN** -

**PMO Strategist | CX Evangelist | CRM Transformations**

**APAC/Global Exposure | Global Teams of 50 - 1000+ | Digital/Salesforce Expertise**

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* Seasoned and innovative Management professional who is passionate about driving projects, programs and portfolios.
* 16 years of experience in building high-performing project and product teams in Logistics, loyalty programs, Contact Centers and Employee Engagement practices. This involved implementing, transitioning, and managing digital and CX products in APAC, EMEA, US and India.
* A certified PMP and Six Sigma blackbelt, I combine the best elements of Project and Quality management to projects, while utilizing agile and scrum methodologies to drive efficiencies and manage project cost and schedule baselines.
* Certified Salesforce Administrator, 2x trailhead ranger and 7x superbadges with over 10 years of experience implementing and transforming Salesforce instances in various capacities.
* I am heavily invested in Technology, having delivered state-of-the-art digital products and omnichannel experience in my previous engagements. Expertise in data visualization, RPA and CPAAS/CCAAS services.

**PROFESSIONAL EXPERIENCE**

**John Paul (Accor Group)**, Singapore • Director of Project Management (APAC) Nov/2019 – Jan/2021

* Set up digital concierge apps and process for the largest financial services corporation in the world (Project Cost baseline: 1.5mn EUR), and for one of the biggest banks in Singapore (Project Cost baseline: 0.8mn SGD).
* Ensured consistency in project/operational processes and policies, systems utilization, digital offerings and customer experience framework, across project and product teams located in Singapore, Paris, Shanghai, Hongkong, Sydney and Tokyo.
* Developed an integrated customer experience system for whitelabel support, completely on the cloud and with deep Integrations between Mobile app and CRM (Salesforce Community platform), Data Visualization (Snowflake/Birst), CPAAS (Twilio) and CCAAS (TalkDesk).
* Implemented Work-from-home for entire APAC in less than 2 weeks, in the light of the Covid-19 pandemic, while staying 100% PCI Compliant.
* Implemented HRMS system for the APAC region and revamped the KPI reporting for all levels of the organization.
* Since August, I also manage the downsizing/dissolution project for our APAC entity, which was caused due to business impact of Covid-19.

**BI Worldwide**, Bangalore • Director – Participant Experience (South Asia) 05/2019 - 11/2019

* Set up the overall Participant experience for users of the employee/channel loyalty programs in South Asia. This included setting up the rewards catalog design/maintenance, and creating a 3-year road-map for the digital app, fulfilment and the contact center strategy for a period of 3 years.
* Set up a 50-member support team across 3 different sites – both captive and outsourced – in just 2 months, handling b2b and b2c order management.
* Developed SLAs, MIS dashboards, and vendor management frameworks to track the adoption of loyalty programs, along with rolling out RPA bots to increase efficiency and reduce FTE requirements.
* Set up voice-integrated Salesforce instance, and implemented omni-channel email routing, live chat support and SMS/Watsapp integrations.

**Singapore Post Pvt Ltd**, Singapore • AVP – CRM and Customer Experience 09/2012 - 11/2017

* Designed, implemented and managed the Customer Experience framework for the SingPost Ecommerce business, managing E-Fulfillment services for various fashion/luxury clients in the APAC region. Grew this business segment to handle 10 countries, 12 languages, and revenue of 3.5mn SGD in just 1 year.
* CX SPOC for the Project Team which implemented the Ecommerce Order flow life-cycle, setting up the Catalog, warehouse management, and order/returns management.
* CX SPOC for the POPStation project, to streamline the delivery and collection methodology, and watched this grow to a 100 POPStations across Singapore within 1st year of the project.
* Implemented a global CRM platform on Microsoft Dynamics for the entire SingPost group, to improve communications with the internal business units and subsidiaries, and to track customer retention and loyalty. The project cost of 0.8mn SGD achieved ROI within 1.5 years.
* Owned the outsourcing project for SingPost, finalizing a BPO vendor while achieving process automation at the same time to reduce contacts.

**CSS Corp**, Manila • Senior Manager - PMO 10/2009 - 09/2012

* Set up the Philippines site of CSS Corp in Manila. Opened contact center operations for 7 different vendors across different verticals. Site head and SPOC for any new implementations, initiatives, processes and procedures.
* Formed a strong support function team for training/quality and identified capable local resources to head the respective teams.
* Developed a home-grown CRM that was low-cost, yet enabled integrations with the voice platform and email/chat channels. Developed a BI platform that made reporting and visualization from this CRM.
* Initiated CSAT and NPS methodologies, and introduced social media monitoring with Radian6.

**CSS Corp**, Chennai • Manager – Training and Quality 08/2004 - 10/2009

* Started as a Quality Analyst, involved in Process Efficiency, quality monitoring and Six Sigma improvement projects. Moved to training and transitions for new client launches.
* Initiated e-learning concepts in the organization by setting up LMS and Knowledge bases. Converted the converting conventional training model into a mix of classroom and SCORM compliant e-learning modules.
* Facilitated and conducting leadership and management training, inclusive of but not limited to, ISMS training on security management, Six Sigma and COPC orientation training, Training on MS-office suite for managers etc.
* Executed 2 Black Belt projects, which related to automated delivery of MIS reports, and reduction of payroll processing defects.

**Various Marketing Internship roles**, India • 01/2003 - 06/2004

**EDUCATION**

**Professional Program in Digital Marketing and Analytics** • Indian Institute of Management, Kozhikode  
2020 – 21   
**Post Graduate Diploma in Business Administration** • Symbiosis University, Pune  
2007-2009

**Post Graduate Diploma in Instructional Design** • Symbiosis University, Pune

2008-2009

**Bachelors in Business Administration** • University of Calicut

2001-2004

**CERTIFICATIONS**

**Project Management Professional (PMP)®** • Project Management Institute

**Six Sigma Black Belt** • Benchmark Six Sigma

**Salesforce Certified Administrator** • Salesforce

**Enterprise Design Thinking Practitioner and Co-Creator** • IBM

**Certified API Designer** • API Academy

**Certified RPA Program Manager** • Automation Anywhere

**Talkdesk Certified Administrator** • Talkdesk