

Priyanka Vashisht

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SUMMARY

Customer-focused CRM professional with over 9 years of experience in the automobile industry, specializing in customer retention, lead management, and after-sales service optimization. Proven ability to implement CRM strategies that improve customer engagement, increase sales, and boost brand loyalty. Adept at using CRM software, analysing customer data, and collaborating with sales and marketing teams to enhance customer satisfaction.

Key Skills

CRM software proficiency

- Expertise in using and configuring CRM systems, including lead management, contact management, sales force, dealer management system, sales pipeline management, reporting system, inventory management and CXMS (customer concern resolution status)

Data Analytics

- Ability to analyze customer data, identify trends, and generate insights to improve sales strategies and customer experience
- Analytical & Problem-Solving skills
- Ability to analyze data, identify trends, and make informed decisions based on data insights, resolve customer issues, and to adopt sales strategies based on market conditions.

Professional Experience

- NEXA (Jammu Motors)
Quality Manager - Sales
August'2021 – Jan'2025

- Managed CRM system to track and follow-up on web-based and Walk-In/direct leads
- Implemented automated customer follow-up processes for test drives, service reminders, and feedback surveys.
- Coordinated with the sales and service departments to ensure consistent customer experience
- Analysed customer behaviour and feedback data to generate insights and optimize campaigns.
- Maintained accurate and up to date customer records through PBF (post booking follow ups), NEF (NEXA experience follow up), RC/Refund Tracker, Internal customer concern tracker, sprinkle tool
- Supported marketing campaigns by segmenting customer data for targeted outreach
- Monitored customer satisfaction and addressed complaints to improve retention
- Supported marketing campaigns and assisted in organizing events and service camps.
- Explained documentation processes clearly to customers.
- Educate customer to share feedback so that NPS (Net promoter score) can be maintained

- **Hyundai- Dealership**

Customer care Manager

Jan'2019 to July'21

- Manage and update Hyundai CRM & GDMS with accurate lead and customer data.
- Coordinate with sales and service advisors to ensure a seamless customer journey
- Handle post-service feedback and escalate complaints to improve CSI scores
- Prepare daily and monthly MIS reports for dealership management and Hyundai HQ
- Implement CRM campaigns (new car launch events, referral drives, service offers)
- Collected customer feedback after vehicle delivery and routine services

Qualification

EDUCATION Grades	University/Board
M.B.A (International Business)	Jammu University, (2013)
BCA	Jammu University, (2011)
HSC (12th)	J & K (State Board)
SSC (10th)	J & K (State Board)

Personal Details

Languages Known: English, Hindi

Date of Birth: 21 Sep 1988

Place_____

Date_____

(Priyanka Vashisht)