

PRIYABRATA MALIK

Workshop Manager

Enterprising Leader with an chronicled success & experience of **nearly 17 years** in steering **Automotive Service Management, Workshop Operations&Maintenance** to drive operational excellence, enhance customer satisfaction&foster a culture of innovation &continuous improvement.

Committed to implementing strategic initiatives that optimize resource utilization, improve service quality&ensure compliance with industry standards, while mentoring teams to achieve peak performance and delivering measurable business outcomes.

Targeting to express potential in challenging roles with an esteemed organization; preferably in **India & Overseas**.

CONTACT

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CORE COMPETENCIES

Automotive Service &Maintenance Strategies

Customer Service Excellence

Workshop Operations Management

Vehicle Diagnostics || Root Cause Analysis || 5 Why Analysis

Process Improvement Techniques

Torque Calibration &Audit Reporting

Effective Warranty& AMC Claim Processing

Compliance with Industry Standards

Cost Reduction Strategies || P&L Management

Quality Control & Assurance

Performance Metrics Analysis

Spare Parts & Inventory Management

Risk Assessment & Mitigation || Business Continuity Planning

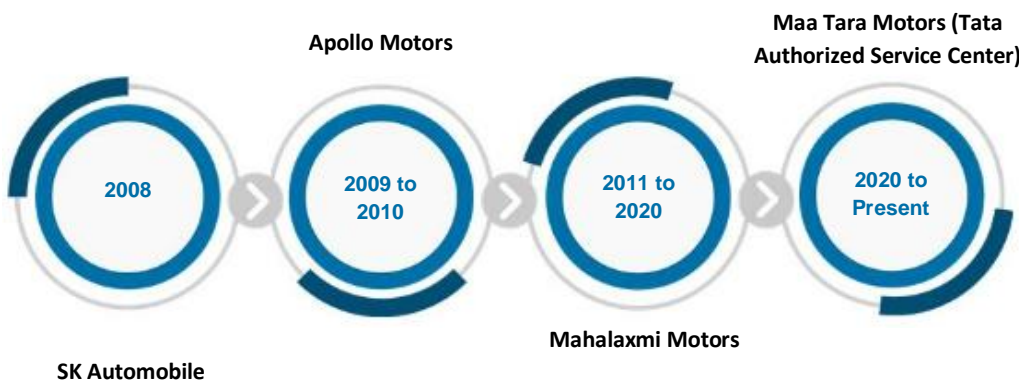
HSE Management

Team Management & Leadership || Training & Development Programs

PROFILE SUMMARY

- **An established professional**, leveragingextensive expertise in the **Automotive Service Sector**, focusing on **workshop management &operational efficiency** to enhance customer experiences.Skilled in recommending modifications to minimize escalations, reducing rejection, realizing operational efficiencies, costs & reducing cycle time.
- Track record of conceptualizing & preparing **SOPs, manuals & work instructions** for operations & maintaining reports for facilitating decision-making.
- Leading the **Workshop Operations at Maa Tara Motors**, ensuring seamless daily management &adherence to high-quality service standards while addressing customer concerns effectively. Successfully**implemented a customer feedback system that led to an increase in actionable insights**, directly contributing to improved service delivery &customer satisfaction.
- Accumulated significant expertise in **managing workshop profitability, optimizing resource allocation implementing effective training programs** that enhance employee performance &customer service delivery. Exhibited thorough understanding of **cutting-edge automotive technologies &service methodologies**, ensuring the application of industry best practices in workshop operations.
- Initiated &led a project that achieved a **notable decrease in service turnaround time**, significantly enhancing customer experience &operational efficiency.
- Expertise in **Quality Management System (ISO9001:2015, 49001, IMS, 7QC Tools)** conductingaudits and recommending & implementing corrective actions while ensuring in-process quality control and continuous improvement in process capabilities; competent in **analyzing problems, account for variances, driving for root cause** and **implementing improved methods & procedures** for instituting quality control techniques to achieve product excellence at the lowest overall costs.
- Insightful skills in **driving process improvement** by implementing Six Sigma, Standardized Work Instructions (SWI/JI), Total Productive Maintenance,Multi-Skilling Concept, Time & Method Study, Reliability Engineering, Sustainability Management; debottlenecking & process standardization for productivity & quality improvement.
- **People Manager** with skills in recruiting, leading, training, monitoring & motivating multi-cultural teams entailing **over 100 members** that excel in delivering business value with high morale & low attrition.

CAREER TIMELINE



EDUCATION

- **2010: Diploma in Automobile Engineering** from George Telegraph Training Institute.

TRAININGS & CERTIFICATIONS

- Training on **BS4 & BS6 (OBD 1 & 2) for Medium & Heavy Commercial Vehicles** at Tata Motors Ltd., Jamshedpur.
- Training on **BS4 and BS6 or Prima World Truck** at Tata Motors Ltd., Jamshedpur.
- Training on **BS4 and BS6 for Ultra Bus** at Tata Motors Ltd., Pune.
- Training on **Warranty Claim Processes** at Tata Motors Ltd., Jamshedpur.
- Training on **Annual Maintenance Contracts (AMC)** at Tata Motors Ltd., Jamshedpur.
- **Works Manager Training**, leadership training and analytics training at Tata Motors Ltd.
- Training of **Tata Hitachi (Heavy construction equipment)**
- Training done on **Tata Cummins (BS-4, 6 Phase 1 & 2)**.

KNOWLEDGE PURVIEW

- **MS Office** (Excel, Word & PowerPoint)
- **Crmdms Knowledge in the commercial field of Tata Motors** (Tata Cummins, Warranty, AMC, Accidental, Service, Retro fitment, DAC)
- **Scheduling & Planning**
- **Repairs Knowledge**
- **Job Scheduling**

PERSONAL DETAILS

Date of Birth: 14th December 1989

Languages Known: English, Hindi & Bengali

Address: Kolkata, West Bengal

WORK EXPERIENCE

Nov'20 to Present: Maa Tara Motors (Tata Authorized Service Center)

As Workshop Manager

Significant Highlights:

- Delivered exceptional customer experiences by consistently achieving high-quality service standards and adhering to strict deadlines, resulting in enhanced customer retention and loyalty.
- Orchestrated seamless project execution through strategic resource management and precise scheduling, ensuring timely completion of tasks and optimization of workshop productivity.
- Designed and implemented advanced performance measurement frameworks to proactively monitor operational efficiency and identify key areas for strategic improvement.
- Championed cross-functional collaboration to introduce innovative processes and foster a culture of continuous improvement, significantly enhancing workshop efficiency and service delivery.
- Successfully increased customer satisfaction ratings through the implementation of a comprehensive quality control program.
- Reduced service turnaround time, significantly enhancing customer experience and operational efficiency.
- Achieved an increase in workshop profitability by optimizing resource allocation and improving service delivery processes.
- Developed a training program that improved new employee onboarding effectiveness, resulting in a reduction in training time.

Jan'11 to Oct'20: Mahalaxmi Motors

As Workshop Manager

Significant Highlights:

- Spearheaded the resolution of critical customer concerns, including service issues, technical problems, recurring challenges, and warranty-related matters for BS4 and BS6 vehicles, ensuring superior customer satisfaction and trust.
- Prepared and analyzed comprehensive Workshop Profitability Reports, delivering actionable insights to drive financial growth and operational efficiency.
- Fostered a culture of excellence by collaborating with cross-functional teams to implement continuous improvement initiatives, elevating workshop operations to industry-leading standards.
- Designed and implemented hands-on training programs for new employees, significantly enhancing onboarding processes and accelerating their integration into high-performing teams.
- Streamlined inventory management systems to achieve precise tracking of supplies, minimize waste, and optimize resource allocation for improved operational efficiency.
- Enforced robust quality control measures that effectively reduced product defects and minimized customer returns, contributing to higher service reliability and brand reputation.
- Partnered with sales and marketing teams to gain deeper insights into customer needs, enabling tailored service offerings and driving stronger customer relationships.
- Increased workshop profitability through strategic resource management & process improvements.
- Implemented a new inventory tracking system that reduced supply costs.

PREVIOUS EXPERIENCE

Jan'09 to Dec'10: Apollo Motors

As Service Advisor

Jan'08 to Dec'08: SK Automobile

As Supervisor