**TARUNA SARAN**

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**OBJECTIVE**

To work in an organization that will utilize my training & skills, while making a significant contribution to the success of the company.

**EDUCATION**

Graduate from Delhi University (B. Com) - 2009

**PROFESSIONAL EXPERIENCE**

1. **Presently Working as a Group GM- Customer Relations -Sales & Service (Sai Shreeja Eicher – Pahwa Group ) Jan-24 – Till Date**

Job Responsibilities

* Direct & Manage all activities relating to Customer Service and Business Growth.
* Responsible for improving Efficiency & Increasing department Profits by Load Growth.
* Develop plans & Targets for CRM’s and team to Achieve SSI & CSI Scores.
* Maintaining Dealership health by analysing customer’s feedback and RCA’s

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1. **Worked as a Group Head Customer Relations & Marketing at Tata PASCOS (A Dealer of Commercial Segment) [Tenure - May 2018 –Dec 2023]**

Job Responsibilities

* Management of all Nerve Centre Activities- Sales Enquiries Follow-up, Pipeline Data Calling for Marketing & Lead Generation, Post Sales & Service feedback calling , Report compilation .
* Monitoring Dealer CPSC Score Card in achieving Dealership targets given by TML.
* Planning Business Growth Activities/Monitoring each department & ensure maximum performance from Managers.
* Ensure proper utilization of customer feedbacks to enhance business growth and customer satisfaction.
* Review and Sharing Customer Complains & Feedbacks to management on Monthly basis.

1. **Worked as a Head -Customer Relations (HCR) in Galaxy Toyota- Okhla (Service & Sales) [Tenure -July’ 2015 –April 2018]**

**Job Responsibilities**

* VOC Management – (Review of all critical cases, analyse trend of complains, Serious ECDR’s and Implementation of CTP activities.
* Customer Feedback & Management, implementation of kaizen, Root Cause Analysis, PDCA.
* Skill Enhancement – (Planning of In-house Training of CR and functional departments, Kaizen Activities, Reward policy, Monitoring of action plans).
* Performance review – (Discussing of action plan with top management and sharing of monthly complain trend & reflections along with GM- Sales/Service)
* Visiting Customer Place in case of serious concern along with GM to close his concern.
* Monitoring daily workshop load / Repeat Repairs/ Hold vehicles/ Report Compilation.

1. **Worked as a Customer Care Manager – Service Center in AAA Vehicleades [Maruti Suzuki- Okhla New Delhi] - (Tenure- Oct 2012 –April 2015)**

**Job Responsibilities**

* Provide door step service to customers to increase customer loyalty & workshop business. To Ensure that N+3 PSF done by CCE is complete & effective.
* Monitoring Dis-satisfied customers with effective resolution of complains on daily basis.
* To Ensure that the customer is contacted by CCE for service reminder- Service due date & periodic service maintenance.Identify Lost customers and analyse the reason of not reporting to the workshop for service maintenance.
* Focused Customer meet to obtain feedback from customers on the service provided by Workshop.
* Analysis of negative CSI card to ensure proper countermeasure implementations to improvement in system.

1. **Worked as a Sr. Customer Care Officer & Promoted as an Asst. Customer Care Manager in Sales with Galaxy Toyota Sachdev Group New Delhi (Tenure – Oct 2009- Oct 2012)**

**Job Responsibilities**

* 7th Day PSFU Feedback calling Plus RC Calling & Maintaining Excel Data
* Sending Thanks Letter & Welcome SMS to Customers & Participating in Delivery Ceremony & Arranging Monthly Customer Meet.
* OBHEYA board update & Capturing Customer Feedback’s (Sales & Service)
* New Car Delivery Preparation & Meeting with customer also Support CR Manager in Data Management, Monthly Reviews and Report Compilations.

**ACHIEVEMENTS**

Implementation of New PSF Script for Service in TML 2019 (Tata- Pascos) Achieved SSI & CSI Scores during my tenure at PASCOS.

Appreciated & Recognized by Sr. VP (Projects & Planning) Girish Wagh- from Tata Motors and a Complete video has been shot of my department’s CRE’s and implementing the process effectively

Awarded for Minimum VOC’s and Complaint reduction in Year 2019-2020 (Tata- Pascos) & Won CRM Supreme award consistently 6 times in a year.

**TRAININGS ATTENDED**

* Attended Basic Training- SMR & PSF at Regional Office - Vasant Kunj (Yr- 2012 -Maruti Suzuki India Ltd.)
* Attended CRM Level -1, SAS Training , Soft Skill Training at Head Office - Gurugram (Yr-2014-Maruti Suzuki Ltd.)
* Attended CR Practioner level-02 & Level -03 Training at Head Office, GGN (Yr-2016- 18- Toyota Kirloskar Motors Ltd.)
* Attended CRM & Delight Training – Call Center & Manpower Management Training at HO Gurugram (Yr-2019-21 )
* Attended Basic Product & Induction training at Regional Office, GGN – EICHER (Yr- 2024 )
* Attended CRM Level – 1 & 2 Skill Classification & certification programme from Eicher Motors Training Center- Chandigarh ( Yr- 2024 )

**HOBBIES/AREA OF INTEREST**

* Listening Music & Cooking
* Hold High Rank in school Activities.

**PERSONAL DETAILS**

Fathers Name Mr. Dilip Singh

Date of Birth 20th Aug 1989

Signature

Date /Place