

## Curriculum Vitae

**Name:** Sheik Ghous  
**Contact:** +91 9307597706  
**Nationality:** Indian  
**Gender:** Male  
**Marital Status:** Married  
**Date of Birth:** 28-08-1975

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### Professional Summary

Accomplished automotive after-sales and customer service leader with over 20 years of diversified experience across India and abroad -UAE, specializing in dealership operations, fleet & rental management, customer experience, and service delivery excellence. Proven ability to lead high-performing teams, streamline operational processes, drive customer satisfaction scores, and ensure exceptional service quality aligned with OEM standards.

**Career tenure includes leadership positions with Tata Motors – Durga Goa followed by my past experiences with Automotives De Cristal KIA Goa / Chowgule Industries Maruti Suzuki India/ Dubai Health Authority -Govt. of Dubai, and Avis Rent a Car UAE.**

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### Key Skills & Expertise

- Strategic Planning & Execution
  - After-Sales Service Operations
  - Budgeting, Finance & Cost Control
  - MIS & Analytical Decision Making
  - Quality Assurance & Audit Compliance
  - **CSI / DCSI / NPS / KDEP / JDP / NQSC**
  - Fleet & Rental Operations Management
  - Customer Retention & Complaint Resolution
  - Team Mentoring & Skill Development
  - OEM Relationship Management
  - SOP Compliance & Performance Reporting
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## **Professional Experience**

### **Service Manager – Tata Motors (Durga Passenger Vehicles), Goa**

*2024 – Present currently working*

- Lead daily after-sales & service operations across dealership network
  - Ensure adherence to Tata Motors OEM service standards
  - Monitor workshop productivity, technician efficiency & bay management
  - Improve CSI/NPS and oversee escalated customer issue resolution
  - Manage AMC, warranty & service package business performance
  - Oversee spare parts ordering, stock planning & inventory control
  - Conduct staff briefing, training & performance assessments
  - Review job cards, estimates, and workshop audit scores
  - Lead customer retention & CRM initiatives
  - Monitor key service KPIs – TAT, FTR, revisit rate, PPM, service load
  - Maintain safety protocols and OEM audit readiness
  - Present monthly performance reports to senior management
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### **Senior Customer Care Manager – Automotives De Cristal LLP (KIA), Goa**

*2019 – 2024*

- Monitored KDEP and Quality Score Card metrics
- Led CRE and CCE teams ensuring superior customer experience
- Conducted quality checks, customer feedback analysis & staff training
- Handled DCSI review meetings, customer complaint closures & escalations
- Organized customer engagement programs and mystery audits
- Conducted brand experience surveys & implemented retention initiatives

#### **Achievements:**

- Best Customer Care Manager – West Region (FY 2022)
  - "Employee of the Year" – 2022
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## **Senior Customer Care Manager – Chowgule Industries (Maruti Suzuki), Goa**

*2013 – 2020*

- Managed 5 major workshops across South Goa
- Achieved monthly service load of 1300+ vehicles
- Managed CSI calling, customer escalation cases & MSIL communication
- Supported large corporate customers & implemented doorstep service initiatives

### **Achievement:**

- Best Customer Care Manager – India West Zone (FY 2019)
  - Best Customer Care Manager – India west Zone ( FY-2017 )
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## **Project Manager – Dubai Health Authority, UAE**

*2011 – 2013*

- Managed emergency fleet for government hospitals across UAE
  - Coordinated emergency response logistics and manpower deployment
  - Oversaw critical hospital transport operations across 5 major facilities
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## **Rental Operations Manager – Avis Rent A Car, UAE**

*2005 – 2011*

- Managed Dubai Airport rental operations independently
  - Oversaw corporate/Govt lease contracts & chauffeur-driven services
  - Managed multi-location fleet & service schedules
  - Controlled revenue tracking and administrative workflow
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### **Education**

#### **Bachelor of Commerce (B.Com)**

University of Goa — 1999

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**Technical Proficiency**

- MS Word, Excel, PowerPoint
  - Internet & Email Management
  - Windows Operating Systems
  - DMS / CRM / Job Card Systems
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**Personal Details**

**Driving License:** GA0619980021949

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**Declaration**

I hereby declare that the above information is true and correct to the best of my knowledge.

**Sheik Ghous**