

Sumbul Rafi

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Professional Summary

A results-driven professional with robust experience in sales, customer relations, and operations across the automotive and travel industries. Proven track record in team leadership, digital lead conversion, and enhancing customer experience. Skilled in managing dealership operations, supervising telemarketing teams, and driving brand growth through both digital and offline strategies.

Professional Experience

- **Tata Motors – DPS CARS (Oct 2023 – Present)**

Customer Experience Manager

- Leading a team of tele-callers to maximize lead conversion and sales targets.
- Developed and executed strategies to boost customer engagement and satisfaction.
- Managed digital and offline marketing to elevate brand presence.
- Facilitated communication between sales teams and prospects.
- Conducted training sessions and supervised a team to improve query handling and lead management.
- Monitored the end-to-end customer journey ensuring a seamless experience.
- Resolved customer complaints promptly, maintaining high satisfaction levels.
- Analyzed customer feedback to implement service improvements.
- Ensured timely response to customer inquiries.

- **Girnar Software Pvt Ltd (1.6 years)**

Dealer Success Manager

- Conducted on-site dealership visits to enhance sales and service performance.
- Handled dealership marketing, sales, and after-sales initiatives.

- Built and maintained strong relationships with dealership leadership for smooth collaboration.

- **MG Motor –Sai Shreeja Automobiles (8.5 months)**

- Customer Relationship Executive

- Managed digital and showroom leads, ensuring timely follow-ups and lead conversion.
- Handled documentation, vehicle delivery coordination, and customer follow-ups.
- Supported the sales team with backend operations and daily reporting.
- Maintained high customer satisfaction through post-delivery engagement and service coordination.

- **Maruti Suzuki NEXA – TR SAWHNEY (2 years)**

Sales Executive (4 months)

- Assisted customers in vehicle selection and sales.

Customer Relation Executive (1 year 8 months)

- Managed inbound/outbound calls and digital lead conversions.
- Oversaw RC handling and FASTag activations.
- Maintained effective communication and follow-ups with customers.

Education

- Delhi University – B.A. Philosophy (Hons)
- CBSE – Secondary & Senior Secondary Education

Key Skills

- Sales & Customer Relationship Management
- Team Leadership & Performance Optimization
- Digital Marketing & Lead Generation
- MS Excel, PowerPoint, Word
- Tally + GST
- Public Speaking & Communication

Interests

- Traveling & Exploring New Places
- Reading & Expanding Knowledge
- Cooking & Experimenting with New Recipes
- Trying New Experiences & Innovative Ideas