

SUBHOJOY SANKAR SANYAL

Enterprise Operations & Strategic Excellence

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Experienced Customer Service professional skilled in delivering financial services and ensuring strict compliance in financial environments. Demonstrated expertise in managing client transactions, quality control and internal audits while streamlining processes to enhance service delivery.

Education

- 2005: PG Dip. in PR from Bhavans | Kolkata

Core Competencies

Operations Management & Execution

Strategic Planning & Operational Strategy

Process Reengineering & Workflow Optimization

KPI Monitoring & Performance Analytics

Cross-Functional Collaboration

Team Development, Coaching & Mentoring

Customer Experience & Escalation Management

Risk Management & Compliance Adherence

Talent Management & Succession Planning

Operational Excellence & Efficiency Improvement

Stakeholder Management & Executive Communication

KYC

AML

Soft skills



Change Catalyst

Attention to Detail

Thought Leader

Critical Thinker

Profile Summary

- Operational Excellence & Process Optimization Expert, continuous improvement frameworks to streamline operations, reduce costs, and maximize efficiency.
- Coaching & mentoring, and fostering a high-performance culture aligned with organizational objectives.
- Data-Driven Decision Maker, adept at using KPI dashboards, performance metrics, and business analytics to drive operational insights, mitigate risks & enhance productivity.
- Cross-Functional Stakeholder & Client Engagement, collaborating with senior leadership, business partners, and external stakeholders to align strategies, execute strategic initiatives, and deliver measurable results.
- Customer Experience & Service Excellence Champion, with proven expertise in escalation management, issue resolution, and process standardization to enhance customer satisfaction, retention, and brand loyalty.
- Award-Winning Operational Specialist, recognized with Customer Obsession, Star Performer, Super Star for process innovation, and team performance impact.

Work Experience

Jan '06 – Jul '18 | [HSBC ELECTRONIC DATA PROCESSING INDIA PVT LTD.](#) |

Customer Service Associate Kolkata, West Bengal

- Was a part of banking & mortgage operations, taking care of SLA with regards to volumes and was an integral part of processing. From onboarding of credit card, loan and other financial products to their account maintenance till closures, all were a part of KRA and deliverables. Have dealt with minimal exposure to Anti-money laundering, Fraud detections, Sanctions, Data Protection, Financial Crime, KYC, CDD, and EDD on a day to day operations. Have dealt with valuation and solicitors along with surveyors of properties across UK to complete tasks related to mortgage and removal of charges after closure of mortgage.
- Have performed a variety of tasks and processes such as performing pre - checks, verify various stages in processing an item, analyzed risk associated with an item and other tasks related to the resolution of the customer requests.
- Accurately encoded customer details and documents into online systems and fed data to various systems and communicated with other departments, on-shore & agents to gather necessary information and resolve discrepancies.
- Optimized workflows and operational processes, reducing costs and enhancing overall efficiency across functions.
- Identifying gaps and implementing proactive measures that improved performance outcomes.
- Spearheaded process improvement initiatives and shared best practices methodologies to enhance productivity, quality, and customer satisfaction.
- Developed and delivered targeted training and development programs, successfully onboarding new associates and upskilling existing team members.
- Provided coaching, mentoring, and career development guidance, fostering professional growth and succession planning within the team.
- Acted as primary liaison for internal and external stakeholders, including senior management and cross-functional teams, ensuring transparency and alignment.
- Implemented compliance and safety audits, maintaining adherence to company policies, procedures, and regulatory standards.
- Recognized and rewarded top performers, establishing incentive programs that motivated teams and reinforced a culture of high performance.
- Have travelled abroad taking a migration as Centre of Excellence got shifted and was the trainer, auditor (quality checker), and subject matter expert.

Notable Highlights

- ⊕ **Most Consistent Performer Award (2012, 2013)** – Delivered exceptional customer satisfaction through proactive service excellence and commitment to exceeding expectations.
- ⊕ **Star Performer Award (2008–2014)** – Consistently exceeded performance targets, driving significant contributions to team success and operational goals.
- ⊕ **Super Star Award (2008, 2010)** – Recognized for exemplary performance and impactful contributions to organizational objectives.
- ⊕ high team performance.
- ⊕ **Was chosen as a Trainer, Quality Checker (Auditor) & SME in 2013** towards a migration abroad as the “Centre of Excellence “ for Banking Operations got transferred.

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Nov'23 - April'24: **GNB MOTORS PRIVATE LIMITED (TATA MOTORS)**

Dealers Key Account Manager, Kolkata, West Bengal

- ⊕ Identifying Key customers and acting as Liaison between TATA, customers and franchise.
- ⊕ Helping customers to meet their requirements in terms of commercial vehicle.
- ⊕ Persuade and convert normal customers to Key Account Customers and enjoy its benefits.
- ⊕ **Cross Selling, Upselling and pitching for different automobile products and vehicles, was an integral part of the profile.**

May'24 - May'25: **GNB MOTORS PRIVATE LIMITED (TATA MOTORS)**

Back Office Associate, Kolkata, West Bengal

- ⊕ Retention of Customers.
 - ⊕ **Effectively managed customer complaints**, delivering prompt resolutions and ensuring high levels of satisfaction.
 - ⊕ **Helping customers to mitigate their problems with regards to their vehicles across phone, email, and chat,**
- ⊕ Spreading awareness amongst customers about their vehicle health status.
 - ⊕ Strategizing to improve customer service and feedback.
- Resolved complex customer issues efficiently**, driving positive outcomes and repeat business.
- Helped to increase workshop revenue, thus increase in revenue of the company and franchise.**
- ⊕ **Collaborated with cross-functional teams** to address concerns and implement improvements in service delivery.
 - ⊕ **Reduce TAT for customers and bringing back vehicles on-road.**
 - ⊕ **Received customer commendations for outstanding problem-solving and service excellence**, reinforcing brand trust and loyalty.

SEPT'25 - Jan'26: **AMAZON INDIA DEVELOPMENT CENTRE**

Virtual Customer Service Executive

- ⊕ Handled inbound and outbound fraud-related queries, providing timely updates and ensuring adherence to regulatory policies and internal fraud investigation SOPs.
- ⊕ Reducing TAT for customers ensuring customer satisfaction. Investigated customer disputes and Account Takeover (ATO) fraud cases, analyzing transaction patterns, login activity and risk indicators to determine fraud liability and resolution outcomes.
- ⊕ Maintained high service quality standards while resolving complaints within SLA, contributing to improved customer satisfaction and fraud loss reduction.
- ⊕ Achieving CSAT from customers
- ⊕ Adhering to the policies and SOP' while responding to customer calls.
- ⊕ Provided accurate product information ensuring customer experience.
- ⊕ Effectively managed customer complaints, delivering prompt resolutions and ensuring high levels of satisfaction.
- ⊕ Consistently achieved a customer satisfaction range of 90-95 %, reflecting excellence in service quality.
- ⊕ Received customer recommendations for outstanding problem-solving and service excellence, reinforcing brand trust and loyalty.
- ⊕ Collaborated with risk compliance and operational teams as well as cross-functional teams to escalate genuine and confirmed fraud cases, mitigate losses and implement preventive controls .



⊕ Pursuing Certification course for FCRM - AML /
KYC & Financial Crime from AML Edge