

## AKASH CHADHA

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### SUMMARY

Results-driven Technical Account & Customer Success Manager with **9+ years of IT experience** (5+ years in SaaS/CPaaS). Expert in **WhatsApp API, A2P SMS routing, and client retention**. Proven track record of managing high-volume enterprise accounts and driving technical adoption.

### TECHNICAL SKILLS & CORE COMPETENCIES

- **WhatsApp API & CPaaS:** Meta WhatsApp API Integration, Whatsapp Campaign setup, automation, chatbot, Shopify Integration, Interakt Dashboard Management, A2P SMS Routing, SMPP/API Troubleshooting, DLR Optimization.
- **Tools & Platforms:** Interakt, ServiceNow, CA-Autosys, Commvault, Zabbix, SolarWinds, Cherwell, Salesforce, MS Office.
- **Key Skills:** Enterprise Client Onboarding, Technical Account Management, Churn Reduction, Upselling, Incident Management, SLA Compliance.

### PROFESSIONAL EXPERIENCE

#### Karix | Technical Account Manager

*Gurgaon, India | July 2025 – Present*

- **High-Volume Traffic Management:** Managed end-to-end delivery of **300+ million monthly A2P SMS** for enterprise clients, optimizing routing and delivery rates across international geographies.
- **Global Vendor Coordination:** Acted as the primary technical point of contact for global aggregators like **Bytedance, Amazon, Twilio, MessageBird, TCL, Tencent etc**
- **Technical Optimization:** Troubleshoot SMPP/API issues and content filtering to reduce failures and improve OTP/Transactional delivery quality.
- **Issue Lifecycle Ownership:** Owned the end-to-end resolution for priority accounts, coordinating Root Cause Analysis (RCA) with engineering teams and communicating preventive actions to customers.

- **Cross-Functional Collaboration:** Collaborated with internal platform, routing, and infrastructure teams to resolve complex delivery drops and align platform capabilities with customer use cases.

### **Jio Haptik (Interakt) | Customer Success Manager**

*Delhi, India | Dec 2022 – July 2025*

- **WhatsApp API Technical Integration:** Led the technical onboarding for new clients, helping them integrate **Meta's WhatsApp API** seamlessly into their systems via the Interakt dashboard.
- **Subject Matter Expert (SME):** Served as the technical authority on WhatsApp Business API capabilities and dashboard features to provide insights on specific business use cases.
- **Enterprise Account Management:** Managed relationships with key Enterprise clients including **Sony LIV, Paisabazaar, Cordelia Cruises, and Pepperfry**.
- **Issue Resolution & Debugging:** Acted quickly to address and resolve client issues, prioritizing critical escalations to technical support teams to ensure timely resolution, contributing to a **CSAT score of over 90%**.
- **Product Feedback Loop:** Gathered client feedback and insights, communicating technical requirements to the product development team for feature enhancements.
- **Retention & Upselling:** Proactively identified at-risk clients to implement retention strategies and worked with sales to identify opportunities for upselling additional plans or features.

### **DISPRZ | Customer Success Manager**

*Gurgaon, India | May 2022 – Dec 2022*

- **Lifecycle Management:** Managed the post-sales lifecycle for 16+ key accounts (including **Cactus Communication, Halodoc, Fab Café**), driving LMS product adoption and successful implementation.
- **Strategic Reviews:** Conducted Quarterly Business Reviews (QBRs) and weekly cadence calls to increase adoption, discuss pending issues, and strengthen partnerships.
- **Internal Advocacy:** Served as a trusted advisor, advocating internally for customer feature requests to the product, engineering, and sales teams.

- **Revenue Growth:** Collaborated with sales teams to identify cross-sell opportunities, consistently meeting quarterly goals in upsells and other metrics.

## **Rackspace Technology | Customer Success Associate**

*Gurgaon, India | Jan 2021 – May 2022*

- **Client Onboarding:** Facilitated successful onboarding of clients onto the **Rackspace Cloud platform**, serving as the primary contact for data settings and technical configuration.
- **Process Improvement:** Identified recurring operational issues in support queues to reduce ticket volume and improve process efficiency through management changes.
- **Strategic Renewal:** Made strategic outbound calls to drive adoption and business value, with the ultimate goal of securing subscription renewals.
- **Contract Management:** Built new contracts specifying duration and server/device details, while cross-training with account managers to assist new clients.

## **PREVIOUS EXPERIENCE**

### **Stefanini IT Solutions | System Admin**

*Noida, India | July 2020 – Jan 2021*

- Provided L1 Windows Server support, managed backups via **Commvault**, and monitored infrastructure using **Zabbix** and **SolarWinds**.
- Performed monthly patching activities and troubleshooting of disk space issues on Windows servers.
- Ensured all cases were handled within the **ITIL framework** for change and incident management.

### **HCL Technologies | Incident Management Analyst**

*Noida, India | Sept 2016 – Mar 2020*

- Handled major/minor incidents, bridge calls, and job scheduling using **CA-Autosys** and **ServiceNow** to ensure SLA compliance.

- Provided immediate response and coordination aimed at minimizing the duration of service interruptions.
- Maintained working knowledge of relevant technologies including Windows, Unix platforms, LAN/WAN networks, and security infrastructure.

## **EDUCATION**

**Bachelor of Technology** | ABES Information Technology College, Ghaziabad (2016) |

Grade: 68%