
Pratima Pagare

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Resume Headline:

Customer Relationship Manager with 10+ Years of Experience in Real Estate, Expertise in Client Onboarding, Collections, CRM Tools, and Loyalty Programs

OBJECTIVE:

Experienced **Customer Relationship Manager (CRM)** with over 8 years in the **real estate** industry. Skilled in **customer onboarding, client management, collections**, and achieving business growth through **loyalty programs** and **referrals**. Proficient in **ERP systems, SAP, Sell.do, and Ozontel**. Adept at managing customer service workflows and ensuring seamless **customer experience**. Seeking opportunities to leverage my skills in CRM and client relationship management to contribute to a dynamic organization.

PROFESSIONAL EXPERIENCE:**Godrej Properties Limited — Senior Executive (Relationship Manager)**

06/12/2023 – Present

- Enhanced **customer experience** and drove bookings during the **launch activity**, successfully managing **customer onboarding** and **registration** for the majority of customers within three months.
- Managed escalations and **customer service** for the **Godrej Eden Estate Pune portfolio**.
- Coordinated the **registration process**, ensuring **compliance** and completing 95% of registrations in three months.
- Managed **collections** and achieved **Annual Operating Plan (AOP)** targets for the project.
- Took ownership of **customer service, collections, and documentation management**, ensuring a holistic approach to client relationships and service delivery.

Runwal Residency Private Limited — Manager (Customer Relations)

21/12/2021 – 20/07/2023

- Managed **post-sale activities** and ensured completion as per **deadlines** and **TAT** (Turnaround Time).
- Acknowledged **customer queries** and provided **solutions** within defined timelines.
- Coordinated with **bankers** for **disbursements** and collaborated with **internal departments** to address **customer concerns**.

- Generated **new business** through **referrals** and **loyalty programs**.
- Monitored **collections**, conducted active **follow-ups**, and ensured timely resolution of customer queries.

Godrej Properties Limited — Senior Executive (Relationship Manager)

30/03/2020 – 06/11/2021

- Drove a 15% increase in **loyalty and referral sales** by effectively managing escalations and **customer service** for 250 customers in the **Godrej Hillside 1 Pune portfolio**.
- Oversaw the entire **registration process**, ensuring seamless execution and compliance.
- Managed **collections** and achieved **AOP targets** for the project.
- Spearheaded the **Net Promoter Score (NPS)** initiative, individually managing **customer feedback** and satisfaction levels.
- Took full ownership of **customer service, collections, and documentation**.

ABIL Infrastructure Ltd. — Assistant Manager (Preliminary Sales & CRM)

30/10/2017 – 29/03/2020

- Led all **pre-sales activities** for multiple projects, focusing on **lead generation** and **CRM**.
- Managed **sales communications** and **lead management** through **CRM tools**.
- Coordinated **sales follow-ups**, provided management with **sales reports**, and ensured optimal **lead conversion** rates.
- Managed **post-sales activities** for both residential and commercial properties.
- Prepared **agreements**, coordinated **stamp duty**, and handled **registration processes**.

Gera Developments Pvt. Ltd. — Senior Preliminary Sales Executive (Online Team)

06/08/2015 – 28/10/2017

- Managed **online leads** for the **Pune, Goa, and international regions**, ensuring effective **lead filtering** and timely **sales handovers**.
- Provided daily **MIS reports** and tracked **lead status** for targeted **sales growth**.
- Coordinated with **sales managers** for **lead management** and conversion.

EDUCATION & QUALIFICATIONS:

- **[Degree/Qualification]** — [University/Institution Name], [Year]
 - **[Any certifications relevant to CRM, Real Estate, or Sales]**
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SKILLS:

- **Customer Relationship Management (CRM)**
- **Salesforce, SAP, Sell.do, Ozontel**

- **Customer Onboarding and Registration**
 - **Collections Management and Follow-ups**
 - **Customer Service and Escalation Handling**
 - **Loyalty Programs and Referral Marketing**
 - **Client Retention and Satisfaction Management**
 - **Communication and Interpersonal Skills**
 - **Problem Solving and Documentation Management**
 - **Net Promoter Score (NPS) Management**
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Linguistic Proficiency: English, Hindi, Marathi

Marital Status: Married

Date of Birth: 6th February 1993

INTERESTS:

Traveling, Reading Books, Singing, Dancing
