

DARSHANA AYRE

Designation: Deputy Manager - CRM

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CAREER OBJECTIVE

To contribute my knowledge, skills, and commitment in a career-oriented role within a reputable organization. I aim to leverage my strengths in client relationship management, problem-solving, and team leadership to foster growth, both for the company and myself, while working towards achieving high-profile organizational goals.

PROFESSIONAL EXPERIENCE

VTP Realty – Pune, India

Deputy Manager CRM | July 2021 – Present

Responsibilities:

- long-term client relationships, ensuring their satisfaction and engagement throughout the post-sales journey.
- Act as the primary point of contact for clients, Maximizing customer's satisfaction by monitoring customer complaints and handling customer grievances and resolving their issues for customer retention.
- Lead and manage all aspects of post-sales CRM operations, including payment processing, collections, and client communications.
- Track project timelines, providing clients with regular, timely updates on construction progress and key milestones.
- Ensure the accuracy, completeness, and compliance of all sale and service-related documentation.
- Facilitate seamless communication and collaboration between multiple departments, from initial booking through to possession.
- Support to clients on legal Queries, TDS, registration processes, and other related queries.
- Prepare reports on a daily, weekly, and monthly basis to track performance.
- Supervise and mentor a team of 5 professionals, fostering a collaborative and high-performance environment.
- Utilize ERP and SFDC software to track client data, manage operational processes, and optimize CRM workflows.

Lohia Jain Group – Pune, India

Senior CRM Executive | May 2019 – June 2021

Responsibilities:

- Managed new bookings, ensuring prompt processing and initiating welcome calls to establish strong client relationships.
- Addressed client queries efficiently, maintain long-term relationships through proactive problem-solving and timely solutions.
- Coordinated the registration process, managed legal documentation, and ensured seamless execution of property transactions.
- Assisted clients with loan processing, collaborating with financial institutions to ensure accurate and timely loan documentation.
- Oversaw the management of post-sales documentation, ensuring all paperwork was completed accurately and payments were collected on schedule.
- Addressed and resolved customer complaints, collecting feedback and implementing corrective actions to improve satisfaction.
- Issued demand letters, processed payments, and ensured adherence to financial and legal compliance standards.

- Developed and presented detailed management reports, tracking performance and providing insights to support team goals.
- Regularly communicated updates to clients on RERA regulations and the status of their property transactions.

Metro Group – Mumbai, India

CRM Executive | Feb 2017 – April 2019

Responsibilities:

- Provided clients with a clear explanation of the payment structure, addressing any queries related to payments and ensuring transparency throughout the process.
- Assisted clients with home loan applications, coordinating with banks and financial institutions to facilitate smooth loan disbursements.
- Managed the client registration process and effectively resolved any legal issues related to property transactions.
- Issued demand letters and payment reminders, while overseeing the disbursement and collection of payments.
- Resolved client complaints promptly, addressing concerns related to property, payments, and legal documentation to ensure satisfaction.

Stalwart Impex Pvt. Ltd. – Mumbai, India

CRM Executive | April 2012 – Jan 2017

Responsibilities:

- Generated payment receipts and ensured all associated documentation was accurately processed and promptly sent to clients.
- Prepare reports, including sales performance like sold unsold area, collections, and flat availability status.
- Issued final reminders and cancellation letters in a timely manner, addressing payment defaults and ensuring compliance with company policies.
- Collaborated with the sales department to handle flat cancellations and transfers, ensuring smooth transitions for clients.
- Coordinated the preparation and submission of documentation for bank NOCs and facilitated home loan disbursements in line with banking requirements

ACADEMIC QUALIFICATIONS

- **B.Com (B.B.I)** – Mumbai University, March 2011
- **H.S.C** – Mumbai University, March 2008
- **S.S.C** – Mumbai Board, March 2006

TECHNICAL SKILLS

- Salesforce CRM
- In4suite 4.0
- MS Office (Word, Excel, PowerPoint)

PERMANENT ADDRESS:-Parklane Urbanjoy, Near Sus Hospital, Sus, Pune – 411021, India.

Date:

(Darshana Ayre)