

# Lokendra Singh Makwana

Results -focused professional with strong business acumen in all key functions of an organization. High impact leader and consultative strategic business partner with an attention on revenues, improves processes and develop teams

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## Skill

Business Process Improvement

Problem Solving Approach

Collaboration

Critical Thinking

Handling Pressure

Leadership

Good Listener

Analyzing Information

## Education

BA / History

RGU, Jharkhand

## Language

English - Read, Speak & Write

Hindi – Read, Speak & Write

## Profile Summary

Competent professional with more than 13 years of experience, I carry an analytical approach along with eye for detail. I have streamlined various facets of business operations in this tenure and I am a believer of processes and structured approach to manage any work environment. Possess excellent interpersonal, communication and organizational skills with proven abilities in various functions of operations, sales, customer relationship management, training & development, and planning.

## Areas of Expertise

### Operations

- Monitoring overall process at functional level, identifying areas of improvement and implementing adequate measures to maximize the level of customer satisfaction
- Supervising end to end customer service operations for rendering and achieving quality results
- Analyzing various reports entailing to productivity, quality, staffing, etc. with a view to apprise management of the process operations thus assisting in critical decision-making process

### Sales

- Management of all 3 dimensions of sales - Inside Sales, Pre Sales and Field Sales. Institute right method of sales as per the organization requirement.
- Sales forecast, planning and execution of strategies
- Lead generation campaign planning & execution, product demonstration, negotiation, sales pipeline & deal management
- Managing partners both at a channel level and at a requirement level

### Customer Experience

- Analyzing the input, designing and presenting the right response to customer interactions to meet & exceed customer satisfaction, loyalty and advocacy
- Tailor your products, services, and communications to individual customer preferences. Personalized experiences often lead to greater customer satisfaction.
- Net satisfaction score - The most important metric which reflects the overall experience of customer's journey with the brand. Analyzing and correcting the processes for both direct and indirect teams

### Team Management

- Identifying and implementing strategies for building team effectiveness by promoting the spirit of cooperation between team members
- Conducting and organizing process review meetings for providing feedback to the team on areas of improvement
- Determining training needs of employees and conducting suitable training programs to enhance their operational efficiency leading to increased productivity

## Experience

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Present Employer	: <b>Dhruva Research</b>
Designation	: Deputy Area Manager
Experience	: 1 <sup>st</sup> Mar2023 to 1 <sup>st</sup> May2024

### Roles & Responsibility.

- **Project Planning and Management:** Demonstrated ownership of end-to-end project planning, execution, and management, ensuring adherence to timelines and delivering high-quality outcomes. Successfully led CAPI projects in diverse regional contexts such as Rajasthan, MP, and UP. Part of leadership team in projects in these states. Proficient in research methodologies, including CAPI and CATI sampling, to accurately predict election results.
- **Team Management:** Managed a team of 2FEs, 18TLs and 108 off-role field surveyors, effectively coordinating their activities and driving performance excellence.
- **Operational Metrics and Continuous Improvement:** Tracked operational metrics, identifying areas for improvement in business models and operations. Achieved assembly constituency projects completion with MOE < 3.5%.
- **Functional Guidance and Support:** Provided functional guidance and support to field operations, aligning with targets and route/beat plans. Successfully scaled operations across large geographies.
- **Compliance and Performance Standards:** Ensured adherence to processes and protocols, establishing and maintaining high performance standards. Streamlined financial bill submission processes and maintained a salary and incentive P&L tracker for off-role ground teams.
- Conducting the periodic trainings of field agents in order to ensure high compliance of the set survey procedures.
- Assisting the central team in the hiring of the field agents by sourcing the profiles and conducting interviews.
- Creating a pipeline of the field agents in case of shortfall in a particular region.

Previous Employer	: <b>IndiaCast Media Distribution Pvt. Ltd.</b>
Designation	: Assistant Manager
Experience	: Aug-15 to Feb-23

### Roles & Responsibility.

- Responsible for Sales, collections, agreement sign ups, monitoring and preparing MIS.
- Responsible for operational and associate metrics.
- Responsible to ensure that our channel will reach in rural and micro rural area.
- Collecting market and competitor updates.
- Responsible to ensure that our channel will not be displaced.
- Preventing piracy of our channels.
- Cross functional coordination for smooth transition of day-to-day operational activities.
- Providing directions to the clients for all real time crises.
- To maximize profitability through superior customer service, effective and prompt communication and follow-up on all pending matters with the Customer & Management.

Previous Employer	: <b>First Source Solutions Ltd.</b>
Designation	: Process Leader
Experience	: Aug-09 to Aug-15

## **Roles & Responsibility**

- Establish strong review and follow up mechanism
- Job involved preparing the performance data based on the score card for each individual on a monthly basis, feedback sessions with each individual, quality monitoring and feedback, training for development as well as refresher training as and when needed.
- Effectively coordinate and escalate the unresolved complaints to the respective departments.
- Maintain the team KPI and the performance data on a weekly basis, one to one session with team members.
- Driving the team towards meeting the key deliverables.
- Providing directions for all real time management crises.

## **ACKNOWLEDGEMENT**

I HEREBY DECLARE THAT THE ABOVE WRITTEN PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

**Date** :

**Place** :

**Signature**