

# Naman Tiwari

## Area Service Manager | Data-Driven SLA Control | Customer Experience & Network Optimization

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### Professional Summary

Strategic and data-driven Regional Service Manager with 10+ years of experience managing multi-location after-sales networks across Telecom and Automotive sectors. Proven track record in SLA governance, NPS/CSAT improvement, backlog reduction, escalation control, service partner performance optimization, and KPI-based operational leadership across MP & CG regions.

### Career Highlights

- Managed 15–25 Service Centers across MP & CG with full SLA accountability
- Led 50+ engineers and support staff across multi-location network
- Maintained NPS >85% and CSAT >90% consistently
- Reduced service backlog by 30% using structured aging dashboards
- Improved TAT compliance by 25% through data-driven review mechanism
- Reduced stock-out cases by 25% via spare part consumption analysis

### PROFESSIONAL EXPERIENCE

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#### Area Service Manager – MP & CG

**OnePlus India**  
Feb 2021 – Jun 2025

##### Regional Scope:

- Managed end-to-end after-sales operations across 2 states (MP & CG).
  - Oversaw 15–25 Exclusive & Authorized Service Centers.
  - Led 50+ engineers and service support staff across the region.
  - Responsible for SLA compliance, NPS governance, escalation resolution & partner profitability.
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#### Data-Driven Impact & Leadership Contributions

##### **1** SLA & TAT Optimization

- Designed weekly SLA performance dashboards tracking Installation TAT, Repair TAT & Pending Call Aging.
- Reduced backlog by ~30% within 6 months through structured aging prioritization.
- Improved 7-day closure ratio by implementing daily open-vs-closure tracking system.
- Conducted root cause analysis for SLA breaches and deployed corrective action plans.

##### **2** Customer Experience Analytics

- Maintained NPS >85% (Exclusive Centers) & CSAT >90% (Partner Centers).
- Conducted NPS detractor analysis to identify recurring dissatisfaction drivers.

- Reduced repeat repair ratio through FFR & RRR monitoring.
- Implemented engineer retraining based on complaint trend analytics.

### **Service Center Performance Governance**

- Developed monthly regional MIS covering:
  1. Call Volume Trends
  2. Closure Efficiency
  3. Repeat Repair %
  4. Escalation Count
  5. Spare Part Consumption
- Conducted performance ranking of service centers using KPI scorecards.
- Identified bottom-performing centers and improved their performance by 15–20% through structured review cycles.

### **Spare Parts & Inventory Optimization**

- Analyzed spare part consumption trends to optimize MSL levels.
- Reduced stock-out cases by ~25% through predictive consumption planning.
- Improved defective part clearance turnaround through weekly monitoring matrix.
- Controlled part revenue leakages via audit-based validation.

### **Escalation & Governance Control**

- Managed senior management and critical escalations across region.
- Conducted escalation aging analysis and reduced >5-day unresolved cases significantly.
- Prepared structured escalation trend reports for HQ.

### **Partner Development & Business Expansion**

- Led onboarding of new partner service centers.
- Conducted capability audits & compliance reviews.
- Designed structured training programs for engineers & FO/BO staff.
- Conducted distributor & retailer visits supported by performance data mapping.

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### **Recognition**

- Best Performer (Quarterly, H1 & Annual)
- Special Recognition from Customer Service Director for successful partner implementation project.

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## **Senior Sales Consultant – Core Sales**

**Landmark Automobiles Pvt Ltd**  
**Mar 2018 – Jan 2021**

### **Key Contributions:**

#### **Sales & Service Performance Analytics**

- Developed **monthly MIS dashboards** tracking enquiry inflow, conversion ratio, test drive-to-sale %, and revenue performance.

- Improved enquiry-to-sale conversion rate by analyzing funnel leakage and implementing corrective follow-ups.
  - Conducted **lead aging analysis** to reduce missed opportunities and improve closure timelines.
  - Monitored customer complaint trends and reduced repeat complaints through root cause analysis.
  - Created **revenue forecasting models** based on historical data and seasonal sales patterns.
  - Maintained CRM data accuracy and generated weekly performance summaries for management reviews.
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### ✂ Service Quality & SLA Monitoring

- Tracked complaint resolution TAT and ensured SLA adherence across service cases.
  - Reduced average complaint closure time through structured follow-up mechanism.
  - Conducted post-service customer feedback analysis to improve satisfaction levels.
  - Collaborated with service department to identify high-frequency issues affecting delivery timelines.
  - Created complaint trend reports to highlight recurring product/service gaps.
  - Reduced escalations by proactively monitoring open case aging reports.
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### 📊 Team Performance & Productivity Monitoring

- Built individual sales performance scorecards tracking targets vs achievement.
  - Conducted KPI-based reviews with team members to improve productivity.
  - Analyzed daily booking vs delivery ratio to improve operational planning.
  - Used data insights to design incentive-driven performance improvement strategies.
  - Identified low-performing areas using zone-wise sales analysis and implemented recovery plans.
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### 💰 Revenue & Profitability Insights

- Tracked gross margin contribution per vehicle category.
  - Conducted product mix analysis to improve high-margin vehicle sales.
  - Monitored corporate vs retail sales ratio to balance revenue streams.
  - Improved upsell ratio (accessories/finance/insurance) using customer segmentation analysis.
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## Relationship Manager – Corporate Sales

**Patel Motors Indore Pvt. Ltd.**  
**Mar 2017 – Mar 2018**

### ◆ Key Data-Driven Responsibilities & Impact

- **Managed a portfolio of 50+ corporate accounts**, consistently meeting SLA-based service expectations and renewal partners.
- **Achieved 15–20% improvement in corporate customer retention** by conducting

quarterly performance reviews and structured follow-ups.

- **Analyzed complaint data to reduce average resolution TAT by 18%**, ensuring compliance with service level requirements.
- **Generated weekly & monthly MIS reports** summarizing complaint aging trends, account health metrics, and revenue forecasts for senior management review.
- **Tracked corporate account revenue and growth potential**, enabling targeted service touch points that improved upsell opportunities by ~10%.
- **Led cross-functional coordination** between sales, service, spare parts, and finance teams, based on data insights to reduce operational friction and improve customer satisfaction.
- **Reduced SLA breach incidents by ~20%** through proactive escalation monitoring and resolution planning.
- **Performed customer satisfaction analysis** using NPS/feedback scoring and implemented process changes to address key detractor issues.
- **Monitored inventory levels for corporate fleet service needs**, coordinating with parts planning teams to maintain optimum MSL and minimize downtime.
- **Created and presented quarterly business reviews (QBR)** with visual dashboards to highlight performance KPIs, areas of improvement, and strategic planning with key stakeholders.

#### Skills Demonstrated

- SLA compliance tracking
- MIS reporting & KPI dashboards
- Customer lifecycle & retention analysis
- Cross-functional coordination
- Escalation trend analysis
- Strategic account planning

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## Service Manager

### Micromax Informatics Ltd.

Sep 2014 – Nov 2016

#### KPI Governance:

- Managed ASC performance dashboard including:
  1. FFR (Field Failure Ratio)
  2. RRR (Repeat Repair Ratio)
  3. CSI & DSI
  4. Same-Day & 7-Day Closure %
  5. Cost Per Call Ratio
- Reduced repeat repair rate through root cause analysis.
- Conducted daily open call vs closure reconciliation.
- Improved same-day closure efficiency via structured workflow planning.
- Controlled spare inventory & defective part accumulation.
- Conducted audit compliance & performance evaluation reporting.

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## TECHNICAL & ANALYTICAL SKILLS

- Advanced Excel (Pivot Tables, Dashboards, XLOOKUP, Data Analysis)
- SLA & KPI Monitoring
- Performance Dashboard Creation
- Backlog Aging Analysis
- FFR & RRR Tracking
- Inventory & MSL Planning
- Escalation Trend Analysis
- Regional Review Presentation (PowerPoint)

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## EDUCATION

B.Com – Shree Vaishnav Commerce College, DAVV (2018)