

Contact

www.linkedin.com/in/swatiarora01
(LinkedIn)

Top Skills

Team Management
Operations Management
Vendor Management

Languages

English

Certifications

PMP Trained
AHM-250
Black Belt Trained

Swati Arora

Director Service Delivery and CSR [Trust and Safety] [Content Moderation]

Gurgaon, Haryana, India

Summary

Experienced Contact Center Specialist with a demonstrated history of managing the Contact Center space. Strong professional skilled in Operations Management, Customer Relationship Management (CRM), Client and Business Partner Management, Team Building, Contact Centers and P&L Management. Managed verticals: Content Moderation, E-commerce, Travel, BFSI, Education and Hospitality. Along side responsible to drive CSR interventions for the organisation in India region supporting the community and contributing in multiple ways to support the vulnerable communities and environment. Certified Mental wellness partner spreading the awareness and importance of mental wellness alongwith bringing in best of the industry practices for Staff Well-being.

Experience

Concentrix

6 years 10 months

Director Service Delivery and CSR

January 2022 - Present (2 years 8 months)

Associate Director Operations

November 2017 - December 2021 (4 years 2 months)

Gurgaon, India

OLX

Head Contact Center

December 2015 - November 2017 (2 years)

Delhi NCR

- Setup of a Contact Center for TeleSales and Support
- Responsible to showcase and shortlist the Contact Center
- Creation of RFP and RFQ
- Responsible for driving Contact Center SLAs
- People Development

- Owner for business specific Budgeting, P&L and driving profitability
- Responsible for driving ROI and Revenue
- Ensuring positive responses on App Stores and responsible for the team addressing the App Store reviews
- Responsible for Customer Support (Phone/Chat/Email) and driving NPS
- Vendor Management
- Created and vetted Calling/SMS/Email templates to be marketed
- Defined Dialer Rules, CRM requirements, telecom requirements and sign offs

NIIT Limited

Contact Center Head

February 2013 - November 2015 (2 years 10 months)

- Responsible for running the setup of Customer service and Inbound and Outbound Sales.
- Responsible for Vendor Shortlisting, negotiations, setup and running and management of multiple vendors for Inbound, Outbound, Sales, Customer Service for Voice, mail and chat support.
- Responsible to consolidate the setup and create one Central Unit for all Tele/ Web Customer Interactions
- Preparing Strategies to take the Customer experience to a different level; thus, ensuring Customer Acquisition through Referrals
- Conversion of Cost Center into a Profit Center
- P&L Management; Cost reduction; Exploring new avenues for sales.
- Driving NPS for all verticals

GMS Consultant

Call Center Director

May 2012 - February 2013 (10 months)

- Operational Setup – Setup of Call Centers PAN INDIA for Sales, Customer Service and Backend Support.
- Sales – Over achievement of targets through telesales alongwith establishing more avenues of increasing sales
- Operations - Running all call centers with over achieving budgeted profitability levels
- People Management – Ensuring E-Sat and attrition numbers to be within budgets. Structuring the management of businesses in an efficient and profitable structure
- Client Coordination - Ensuring Client Satisfaction and business growth for the Client and for the Organization

- P & L - Responsible for P&L Management taking top line and bottom line into account with all cost parameters
- Business Development – Acquisition of new businesses
- CRM Software – Customizing the CRM requirements basis each client's business requirements
- Standard Operating Procedures - Creating and implementing the standard operating procedures for Operations
- Organic Growth - By exceeding SLA's and KYC of the Client

Serco BPO

Sr.Manager

May 2008 - May 2012 (4 years 1 month)

- Managed Operations and Quality for Multiple Clients PAN India and Globally
- Managed a Headcount of 1200+ FTE headcount based out of different locations across India
- Handled Customer Support, TeleSales, Upselling/Cross Selling, Customer Lifecycle Management and Backend Support
- Liasioned with multiple departments to ensure smooth operations
- Created Budgets and Revenue Forecasts
- Owner of P&L for all the accounts managed and ensured EBIDTA margins are over achieved
- Managed Multiple Clients and ensured a WOW feedback from all clients and ensured their stickiness to the org for years
- Value Addition to the Clients business - e.g. brought in the concept of NPS for one of the clients and made India as the leader in NPS across various sites across the globe for that client. Won an award for it.

IBM Daksh

Dy Manager-Ops

August 2006 - April 2008 (1 year 9 months)

- Managed Healthcare Claims adjudication for one of the leading Healthcare providers in US
- Ensured Quality, TAT and Dollar Accuracy for payout overachieved its targets
- Won the Best Process Award
- Handled Claim Quality Audits for Claims being adjudicated in US by the Client themselves (Won the process by providing exemplary service with Claims adjudication)
- Client Management (US clients) and ensured a highly recommended VOC

Spanco Systems and Solutions

Asst Manager-Ops

May 2004 - August 2006 (2 years 4 months)

Wipro Spectramind

Team Leader

September 2002 - April 2004 (1 year 8 months)

International Club Systems (ICS)

Sr Sales Consultant

April 2001 - August 2002 (1 year 5 months)

Education

Institute of Management Technology, Ghaziabad

MBA, HR · (2005 - 2008)

Loreto Convent, New Delhi

Commerce+Maths