

V.Uma Devi
Mobile: +91-9059571655
E-Mail: umakiranmba2011@gmail.com
<https://www.linkedin.com/in/uma-devivangala-3475547a>



In quest of challenging assignments in the domain of Sales & Customer Relationship Management with a high growth-oriented organization.

CAREER OVERVIEW

- A competent professional with over **19+** years of experience in **Sales and Customer Relationship Management**.
- Developing Public Relations (PR) strategies and campaigns.
- Seasoned professional who excels in excellent working relationships with customers, employees, vendors and contractors.
- Versatile manager focused on Proficient at providing value added customer service by resolving customer issues & ensuring their satisfaction with the product and the service norms.
- Deft at analyzing market trends for providing inputs & formulating post sales management.
- Well versed with organizing, planning and developing solutions driven team also bonding with customers.
- Coach, mentor and develop staff including overseeing new employee onboarding and providing career development planning and opportunities.
- Conducting all departments heads meetings for smooth operations.

EMPLOYMENT EXPERIENCE

1. Company: MANTRI DEVELOPERS LLP

Designation: AGM CRM

Period: APRIL 2023 to TILL DATE

Accountabilities:

- Monitoring of daily sale applications for a specific project & ensuring records are maintained as per process.
- Ensuring team validates applications received (details as per KYC/ Total cost of unit) with 100% accuracy & data is inputted in master sheet of respective projects.
- Monitoring collections number as per given targets and ensure than 100% of the targets is achieved on monthly basis.
- Responding to e-mails client queries (1st level of escalation).
- Coordinating with loans head for home loans sanctioned & ensure disbursement documents are given as per due & work progress.
- Coordinating with sales team for clarifications & updates.
- Ensuring team generated demand letter as per work progress & ensure due amount is disbursed/collected on priority.
- Team meetings at regular intervals.
- Planning and coaching sessions for new joiners.

- Set goals/targets on monthly basis and drive the team.
- Monthly MIS meeting with MD.
- Any other adhoc task as per the need of the business.
- Periodic review of overdue amount of more than 30+ & 60+ days & ensure it is collected on immediate basis.
- Preparing credit and debit notes.
- Grievances handling.

2. Company: BBG INDIA PROJECTS DEVELOPERS LLP

Designation: CRM HEAD & EXECUTIVE COUNSEL MEMBER

Period: FEB 2022 to FEB2023

Accountabilities: -

- Develop and implement strategies that growth customer base and drive sale and traffic leveraging platform.
- Resolving Customer Queries via Info mails, Calls Letters within TAT. Create SOPs for processes (like for Agreement to Sale, Execution of Loan Documents).
- Responsible for execution and maintaining of all documents after booking till registration.
- Lead and manage the development annual and seasonal plans that support the successful achievement of program and business goals.
- Create and manage the customer contact strategy, executing timely and accurate deliveries of marketing strategies to achieve business goals.
- Establish and implement best practices for database management, measurement, evaluation, data capture, maintenance and customer/prospect list selection tracks and communicates program results.
- Played a major role in recruitments, Carnivals, Leaders events.
- Generating new ideas for resolving customer and channel partner issues.
- Conducting to team meetings on regular basis to discuss and resolve issues and seek feedback on department operations.
- Played major role in public relations.
- Providing necessary documentation, compliance, reports to the Management and Leadership Team.
- Review management.
- Partnering with Sales teams and Alliance with stakeholders and key personnel for smooth functioning.
- Direct contact with Company's Sales force.
- Organized Channel Partner gatherings.

3. Company: TRIPURA CONSTRUCTIONS - HYDERABAD

Designation: Manager – CRM

Period: SEP 2020 to FEB 2022

Accountabilities: -

- Conducting meetings with CRM team.
- Preparation of Welcome Letters, Monthly project progress along with milestone due demands, Demand letters, Mou's, Sale & Tripartite agreements and Sale deeds.
- Day to day corresponding with customers through emails, letters and Telephone Calls through team.
- Handling and addressing various concerns and queries raised by customers pertaining to project.
- Handling, addressing and escalating issues raised by customers.
- Handling Registration Process and Handover of Villas with team.
- Sending Demand letters & issuing receipts for paid amount to the customers.
- Ensure timely collection from customers to fulfill the company requirement.
- Collect required documents from customers for bank loan process.
- Sending Project updates to customers on regular intervals.
- Sending Demand letters & issuing receipts for paid amount to the customers.
- Maintaining the latest update on customers balance dues, sending payment reminders, final payment reminders and cancellation letters.

4. Company: RELIANCE HUB SERVICES LLP

Designation: CRM & BRANCH MANAGER

Period: NOV 2016 JAN to MARCH 2020

Accountabilities:

- Conducting team meetings.
- Consistently met branch sales and revenue goals while working closely with owners to set annual branch sales targets.
- Well versed in directing personnel, creating effective merchandising projects and using strategies to boost branch sales.
- Revenue generation through the sales of International Holiday Packages.
- Providing operational leadership and technical to the team, thereby developing a strong and competent team and manage attrition.
- Proven track record of leading multiple teams at once and going beyond to meet targets.
- Post sales support and maintaining customer relationship to collect feedbacks and to generate referrals.

5. Company: COUNTRY VACATIONS (A DIVISION OF COUNTRY CLUB)

Designation: SENIOR SALES MANAGER-TIMESHARE SALES

Period: FEB 2004 to AUG 2016

Accountabilities:

- Conducting team meetings.
- Sales planning, Hiring and Managing a team of Sales managers.
- Setting team and individual targets and providing support to non-performers.
- Revenue generation through the sales of International Holiday Packages.
- Analyzing the customer's domain buying motive once the family walks into sales office and converting them into sales.
- Preparing and authorizing mutual contract agreements.
- Closing the deals on the table. Collecting feedbacks.

ACHIEVEMENTS:

- Received appreciation as a 'Best Branch Manager' 8 times.
- Certified as a consistent performer in Sales and CRM.
- Received awards as a best employee thrice in a year.

SKILLS:

- Multitasking
- Flexible thinker
- Complex problem solving
- Complex problem solver
- Objection Handling
- Motivator
- Multi operations manager
- Strategic planning
- GCC Market Knowledge
- Persistence
- People management.

EDUCATION

- Master of Business Administration – HR – 2010-2012 Saanvi college for Management OU, India
 - Bachelor of Computer Applications 1999 - 2002 KAKATIYA UNIVERSITY, India
-