

Bharath Kumar Chandrashekar

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Career Summary

Highly accomplished CX professional with 18 years of expertise in Customer Experience, Service Delivery, and Contact Center Operations. Certified Six Sigma Green Belt, skilled in optimizing operations, service, and support within the Airlines, E-commerce, Telecom, and FMCG sectors. Adept at motivating individuals and teams to exceed performance goals and productivity metrics. Visionary leader with a knack for streamlining processes to align with objectives, control costs, eliminate redundancy, and enhance profitability.

Proficient in:

Customer Experience | CX Digitalization | Implementation of Chatbots & Voice Bots | Airline Systems & Processes | Call center management | Vendor Management | Cost Reduction | Operations Management | Performance and Productivity optimization | Project Management | SOP & Playbook Creation | Program and Policy Implementation | Staffing and Hiring | Process Improvement | P&L Management | Regulatory Management

Accomplishments

- Led digital transformation, implementing chatbots, voice bots, and live chat systems to replace legacy support channels.
- Successfully deployed enterprise-wide CRM and automated notification systems, enhancing customer interaction management.
- Improved CX metrics and consistently exceeded service level targets across all business lines.
- Reduced customer support operational costs by 75% through digital initiatives and process optimization.
- Transformed the call center from cost center to a revenue-generating unit by identifying sales opportunities.
- Increased Net Promoter Score (NPS) from -4 to 50+ through targeted improvement projects.

Professional Experience

1. AirAsia SEA Sdn Bhd (December 2022 to till date)

Designation: Head of Customer Operations

Location: Kuala Lumpur, Malaysia

Core Competencies

- Orchestrate comprehensive customer support operations across diverse Lines of Business (LOBs) including Aviation, Flybeyond, Hotel, Ride, Rewards, and additional AirAsia services, ensuring cohesive and exceptional customer experiences throughout all touchpoints.
- Lead and mentor a multinational team of 250+ customer support professionals strategically distributed across Asia, cultivating a high-performance culture rooted in continuous improvement and service excellence.
- Spearhead the development and implementation of cutting-edge, digital-driven support solutions, significantly elevating overall customer experience metrics and driving innovation in service delivery.
- Champion initiatives to consistently improve Customer Satisfaction (CSAT) and Net Promoter Score (NPS), implementing data-driven strategies to exceed performance targets and industry benchmarks.
- Collaborate with cross-functional leadership to conceptualize, support, and manage the rollout of new initiatives designed to accelerate business growth and enhance customer experience standards across all LOBs.
- Conduct rigorous performance reviews of both internal teams and external vendors, ensuring stringent adherence to quality standards and performance targets while equipping partners with the necessary resources to meet and exceed expectations.
- Lead strategic cost optimization efforts by identifying process improvement opportunities and spearheading automation initiatives, designing and implementing comprehensive plans that significantly reduce operational expenses while maintaining or enhancing service quality.
- Manage complex relationships with regulatory bodies across multiple regions, ensuring strict compliance with diverse guidelines and safeguarding the company's reputation for regulatory adherence and ethical business practices.
- Drive organizational excellence by fostering a culture of innovation, accountability, and customer-centricity, empowering teams to deliver exceptional results consistently across all customer support functions.

2. AirAsia India Pvt Ltd (March 2017 to December 2022)

Designation: Senior Manager- Customer Happiness (Customer Support & Systems)

Location: Bengaluru, India

Core Competencies

- Spearheaded end-to-end customer service operations for the company's India division, encompassing call center, email support, live chat, and social media channels.
- Led the implementation and continuous improvement of cutting-edge customer service technologies, including AI-powered chatbots, voicebots, Salesforce CRM, and a robust notifications system.

- Orchestrated performance monitoring of outsourced partners, ensuring strict adherence to defined KPIs and maintaining service excellence.
- Championed automation initiatives, significantly reducing manual processes and enhancing operational efficiency.
- Successfully transformed the contact center from a cost center to a profit center by identifying and capitalizing on sales opportunities while maintaining superior service standards.
- Managed comprehensive guest communications for all booking and flight-related changes, including handling irregular operations with minimal disruption.
- Oversaw refund operations, ensuring timely and accurate processing in compliance with company guidelines and regulations.
- Developed and executed strategies to optimize customer experience across all touchpoints, resulting in improved customer satisfaction scores and loyalty.
- Implemented data-driven decision-making processes to continuously refine and enhance service delivery methods.
- Cultivated a high-performing team through mentorship, training programs, and fostering a culture of excellence in customer service.

3. **Grofers India Pvt. Ltd (September 2015 to March 2017)**

Designation: Manager-Customer Service Operations

Location: Bengaluru, India

Core Competencies

- Managed CRM Executives and Team Leads in order processing, overseeing performance and quality checks.
- Developed tailored work plans based on individual team member capabilities.
- Created and implemented need-based training modules to build a versatile, multi-skilled workforce.
- Ensured process compliance and smooth operations in line with company policies.
- Optimized resource utilization across sub-processes for maximum efficiency.

4. **Serco Global Services (October 2011 to September 2015)**

Designation: Asst. Manager

Location: Bengaluru, India

Core Competencies

- Led a team of 90 associates across inbound customer service and outbound sales.
- Conducted regular performance reviews with Team Leaders to ensure goal alignment.
- Managed daily operations and prepared rosters based on call forecasting and trends.
- Analyzed call trends, interactions, and C-SAT to drive process improvements.
- Monitored operational and quality performance metrics.
- Implemented strategies for attrition analysis and control.

5. **Genisys Information Systems Ltd (March 2007 to October 2011)**

Designation: Team Leader- Operations- Worked with Reliance & MTS (Telecom Operators in India)

Location: Bengaluru, India

Core Competencies

- Led and developed a 20-member team, fostering cohesion through team-building initiatives.
- Optimized queue and break management to enhance operational efficiency.
- Generated daily performance reports to track and improve process metrics.
- Identified process gaps and requirements, driving continuous improvement.
- Conducted Training Needs Analysis (TNI) and coordinated relevant training programs.

Academic Credentials

- **Graduation:** Bachelor's degree in Economics from Bangalore University.
- **Pre-University:** Seshadripuram Evening PU College, Bangalore
- **Secondary School:** S L N. High School, Bangalore.

Other courses

Six Sigma Green Belt certified from Anexas Denmark

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