

Sugam Narayan Sethi

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Professional Summary

Customer Success and Operations Professional with 5+ years of experience in business development, client relationship management, and customer support across edtech and BPO sectors. Proven expertise in managing cross-functional teams, driving sales conversions, and implementing CRM strategies. Adept in using tools like Salesforce, SAP, ZOHO, Zendesk, and Freshdesk to streamline support operations. Strong communication, analytical thinking, and a passion for driving digital transformation and AI-based solutions.

Professional Experience

Customer Advocacy Manager

BYJU'S (Think & Learn Pvt. Ltd.), Bengaluru | 2020 - Present

- Spearheaded client support for 20+ sales managers, ensuring seamless communication and issue resolution for premium customers.
- Drove sales conversions by coordinating lead data, tracking sales funnel performance, and streamlining onboarding operations.
- Managed end-to-end logistics for customer events, reducing planning time by 30% through process improvements.
- Handled support escalations and resolved high-priority tickets using Salesforce and internal CRMs with 95% satisfaction scores.
- Collaborated with cross-functional teams and led initiatives to identify and convert upselling opportunities.

Sales Associate - Customer Support

Hinduja Global Solutions, Bengaluru | 2019 - 2020

- Provided excellent inbound and outbound customer service support for healthcare clients in international markets.
- Increased customer retention by effectively resolving issues and clarifying product-related concerns.
- Tracked performance metrics and reported key insights to improve team effectiveness.

Education

Master of Commerce (M.Com), Utkal University, Odisha

Bachelor of Commerce (B.Com), Berhampur University, Odisha

Skills

- Customer Relationship Management (CRM)
- Salesforce, Zendesk, Freshdesk, ZOHO, SAP
- Lead Generation & Conversion
- Escalation & Incident Management
- Strategic Communication & Stakeholder Engagement
- AI and Digital Transformation Solutions

Languages

English (Fluent), Hindi (Fluent), Odia (Native)

Availability

- Open to global travel up to 4 times a year for business/client events.