



SAPNA ARORA



CUSTOMER CENTRICITY



SERVICE ASSURANCE & GOVERNANCE



AUDIT COMPLIANCE



QUALITY MANAGEMENT



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[Sapna Arora](#)

Introduction

A seasoned Professional with over 15 years of rich experience in the areas of Telecom Operations, Quality Management, Audit Compliance, Service Assurance and Governance.

Worked in Quality department with a good knowledge of the quality standards of sheet metal industry. I am good at problem-solving, communication skills and adaptable to new concepts and technologies easily. In addition to that, have an experience of managing multiple projects for achieving goals as well as handling people with a positive attitude.

Skills

Partner Management
Busine Process Reengineering
Business Analysis
Project management
NPS & CSAT Analyst
Customer Lifecycle Management
Excellent Interpersonal Skills
Customer Centricity
Excellent problem-solving

Domains

Regulatory Audit Compliance
System Management
Partner Management
Hardware Support
Experience enhancement
Process efficiency

15+

Years of Total
Experience

10

Years in
Executive Roles

7+

Years in Quality
Management

5

Projects

Main Challenges

- Simple and cost effective solution orientation
- Focus on future customer needs & interests
- Model risk management such as control lack of documentation, incorrect data input, make most ethical decisions
- Protecting customer by reducing the risk of fraud
- Earning trust of clients & building a long-term relationship
- Retail and Wholesale customer centricity
- Maintain services suitable for customers throughout the whole relationship lifecycle
- Provide service and trusted advice through professionals with the necessary expertise and capabilities
- Considering the Environmental, Social and Governance (ESG) risks and impact of service & inform customers about them

Honours-Awards

- Distinguished recognition for travelling and covering all 50 JIO Offices across Rajasthan State for several business deliverables
- Awarded 1st Position in a national contest of Customer Revival (Win-Back), FY 14-15
- Awarded 2nd Position by National Service Delivery Head for National Hand Holding contest, FY 13-14
- Awarded for planning and strategizing for successful certification of SD Rajasthan in ISO, FY 10-11
- Led and Contributed in various Black Belt Projects

Summary

- Mature Service Assurance professional with more than 15 years of successful experience in the field of Telecom;
- Professional expertise covers customer communication, expectation management, onsite workshops, project scope definition, priorities negotiation, modelling, documentation development;
- Exceptional communication and customer service skills, problem-solving and troubleshooting skills for Consumer Business & B2B;
- Modelling Tools: Visio, Drawio;
- Business Intelligence (BI) Tools: Power BI;
- Documents: Policies, Project specification, Client agreements
- AI tools: ChatGPT, Midjourney, HeyGen, D-ID, Pika, Runaway, IIElevenLabs, etc;
- Marketing skills: SSM, Sales Navigator Linkedin, Chat-bots integration to site.

Work Experience

CE Governance Manager | Bharti Airtel Limited

Aug-2022 –Jan-2024

- **Regulatory Audit Compliance** - Handling legal & regulatory audits to ensure 100% compliance to TRAI guidelines for telecom industry via multiple vendors in different geographies.
- **System Management** – Governance of Airtel legal Portal (Satyapan) to maintain TRAI transactions, including compliances to inventory base with technical and customer details like WAN IP, Bandwidth, Customer location and contact details. Ensuring 100% documentation and tracking of audits through ticket management in Siebel System.
- **Partner Management** – Management of Partner contracts, SLA signoff for critical business KPI's (RFO, response time, Timely customer resolution). Monthly review meetings with Domestic, International & IP1 Partners. -Hardware Support – Managing spare support process for active and disconnected links to ensure availability of hardware (modem/router) with minimized infra cost and effort.
- **Process efficiency & Experience enhancement** - Evaluating process gaps, analyzing the root cause and working towards permanent and systematic fix

Manager, Service Operation & quality CSD | Reliance Jio Ltd.

Dec-2015 to July-2022

- Handled various projects including outbound centre outsourcing, Jio Home fiber Recharge Migration, and JCA woman Project handling sales.
- Managed multiple service channels and a team of 100+ members.
- Drove service operation towards profitability and ensured high levels of customer satisfaction (CSAT) and Net Promoter Score (NPS).
- Assisted with development, planning, and implementation of service strategies, processes, and CSAT Key Performance Indicators (KPIs).
- Conducted market mystery audits, coordinated with National Headquarters for process assessments and improvements, and participated in various customer service-related projects.

Assets Manager, Usage & Retention-SD | Idea Cellular Ltd.

Sep-2014 to Nov-2015

- Conceptualize and implement strategies for customer retention and reducing churn.
- Manage the entire customer life cycle with a 360-degree retention process.
- Utilize predictive retention processes to measure the quality of customer retains.
- Develop usage enhancement strategies and programs for prepaid subscribers with cost effectiveness.

Senior Executive, Backend Operations-SD| Idea Cellular Ltd

July-2011 to Aug-2014

- Perform reporting, MIS, and analysis to assess call centre performance.
- Handle escalations and complaints, coordinating with teams and agencies for timely resolution.
- Design strategies to reduce repeat complaints and act as a single point of contact for escalations and customer concerns.

Executive, Service Excellence/Audits-SD| Idea Cellular Ltd.

July-2009 to June-2011

- Conduct audits, identify gaps, and implement corrective actions for process improvement.
- Coordinate and prepare for various audits, ensure circle preparedness, and share findings with top management.

Executive, Service Excellence/Audits-SD| Idea Cellular Ltd.

Oct-2007 to June-2009

- Ensure target-based prepaid and postpaid sales, upselling, revenue enhancement, and documentation compliance while also focusing on team engagement, low attrition, training and development, overall showroom management, profitability, and smooth functioning of assigned channel partners.

Education

- Master of Arts | Mohan Lal Sukhadiya Univ. Udaipur
- Graduation with Arts| Mohan Lal Sukhadiya Univ. Udaipur