



**Ravichandra Yennam**  
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### **PROFESSIONAL SKILLS**

Sales & Operations  
Revenue & EBITDA  
Customer Life Cycle  
New Customer Acquisition  
Collections & Retention  
Budget Planning  
Productivity Management  
Leadership  
Large Team Handling  
Micro Management  
People Management  
Customer Service  
Conflict Management  
Situation Handling  
Vendor Management  
B2C, B2B, Enterprise, SME  
Problem Solving  
Multi-Tasking

### **TECHNICAL SKILLS**

MS Office, Presentation, MIS (Key data analysis), Applications (SAP, CRM, MQ, VPN)

### **LANGUAGES**

Read/Write/Speak -English, Hindi, Telugu & Read/Speak - Kannada, Urdu

### **DOB**

12-August-1984

### **EDUCATION:**

B.Com from Satyabhama University – 2016  
DECE from SBTET, Andhra Pradesh – 2002  
SSC – 1999, Andhra Pradesh

### **STRENGTH:**

Self-Motivated, Positive Attitude, Keen to learn new things, Team Motivation, Working under pressure

### **Hobbies:**

Listening Music, Watching Cricket

## **OBJECTIVE**

To be a successful Professional, in a challenging organization, which can utilize my skills, and to be a part of team that dynamically works towards the growth of the organization.

## **PROFESSIONAL EXPERIENCE (Present)**

### **Spencers Retail Limited**

Business Lead – Out of the Store  
April 2022 to till date

### **Responsibilities Assigned:**

Managing end-to-end Delivery business of South 50 Stores will be directly responsible for Sales, Operations, Retention, and Last Mile.

### **Core Tasks Handled:**

- Handling a large team of Managers, Tele callers, Riders for the South Stores
- Owning and delivering targets of Out of the store business
- Responsible for Unique User, New Customer Acquisition, Retention of Existing Customers
- Responsible for Delivery Operation Metrics
- 3 PL Vendor Management & Manpower hiring in coordination with HR
- Marketing Strategies & Activities for developing the delivery business
- Strategic workout of different offers on category wise FnV, F&M, FMCG, GM, E&E
- Category wise business analysis & identifying the improvement areas
- Mentor & Drive the Stores team to deliver their sales & operation targets
- Riders & Tele Callers Productivity
- Catchment activities Store near by market identification, business development from the area
- Training of Team Leads, Riders, Tele Callers & evaluating their performance in regular intervals.
- Involved in strategizing and promoting several promotional and marketing activities to make the product reach out to the targeted customer.
- Taking care of Operations (Deliveries & Complaints) – Avg Delivery Time, Avg Billing Time, Avg Picking Time, Delivery Code
- Offer communication to the End customer with different channels – Callings, SMSs, Whatsapp Broadcasting etc.
- Training store managers and hub in charges for better last mile delivery execution

### **KEY ACHIEVEMENTS:**

- 2.75 Cr Delivery Business has been improved to 4.2 Cr in 9 Months

- Made Delivery EBITDA positive
- Average Delivery Time Reduced from 3hours to 1hr 30min.
- Delivery Compliance & OTIF improved to 99% from 80%

## **PROFESSIONAL EXPERIENCE (Previous)**

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### **BigBasket.Com**

City Sales Head – BB Daily

May 2021 to April 2022

#### **Responsibilities Assigned:**

Managing end-to-end BB Daily business at Vijayawada and will be directly responsible for Sales, Operations, Churn.

#### **Core Tasks Handled:**

- Handling a large team of managers & Sales executives for the city.
- Owning and delivering targets for Various sales Channels like BTL, Vendor
- Single point of contact between the ground Sales team and the central team.
- Mentor & Drive the sales team to deliver their sales targets.
- Full planning of BB DAILY ATL & BTL activities across all gated communities and all apartments for direct customer acquisition
- Improvising product & offers thereby improving sales pitch for better B2C sales.
- Set clear volume targets and KRAs for team.
- Increasing B2B sales by buying out milk vendors by negotiating the best way possible
- Training of Business development Managers, Executives, supervising them and evaluating their performance in regular intervals.
- Involved in strategizing and promoting several promotional and marketing activities to make the product reach out to the targeted customer.
- Taking care of Operations (Deliveries & Complaints)
- Taking care of SLAs & OTD (On time delivery)
- Training store managers and hub in charges for better last mile delivery execution
- Supervising the delivery executives and increasing their efficiency

#### **KEY ACHIEVEMENTS:**

- Top performing in across all T2 Cities in India in Customer Acquisition
- Maintaining highest productivity for BDEs & Delivery Executives across all T2 Cities

### **Reliance Jio Infocomm Ltd (Jio FTTH).**

Deputy Manager - FTTH Home lead (Sales & Business Operations FTTH)

Dec 2017 to Apr 2021

#### **Responsibilities Assigned:**

Managing end-to-end JioGigaFiber business at JC and will be directly responsible for Sales, Home Connect & Revenue (EBITDA) at Jio Center.

#### **Core Tasks Handled:**

- Customer Acquisition (Sales)
- Responsible for the Revenue for FTTH business at JC
- Acquiring HNI customers, Gated Communities, Societies
- Business Area prioritization & Sales Pitching
- ATL & BTL Activities
- Lead Generation through different activities (Push Sale & Pull Sale)
- Cross selling different products through existing base

- Special focus on High Revenue areas like Corporate Accounts, Gated Communities, High rise areas
- Customer base liquidation (In time building acquisition - BA & taking care of customer acquisition CA)
- Maintaining Customer Satisfaction Index above benchmark in the JC
- Adhering to Service Delivery & Assurance KPIs for all FTTH in the JC
- Ensuring Zero complaints from customers on behavioral conduct and workmanship at customer homes
- Quality Audit and Inspection of customer connection
- Maintaining relationships with local authorities and handling any unforeseen situations and escalations
- Promoting the "JIO Fiber" brand through local marketing & promotions as per the guidelines
- Ensure Surveys are done as per plan to achieve flawless network design in line with business targets
- Conduct periodic audits/ reviews by visits to customer premises and provide quick resolutions to issues and escalations
- Timely submission of the Business dashboards
- Forecast and ensure right talent in right time proactively in line with business requirement.
- Team Management (Performance Management, Working close with under performers – improving the performance)
- Team motivation (Incentives, Recognition, Inspirational activities etc.)
- Identification of training needs & organizing training to the team
- Working closely with bottom performers & supporting them in increasing the productivity
- Conducting product training & mock call sessions with team
- DCR adherence & Funnel tracking

#### **KEY ACHIEVEMENTS:**

- Best Performer for the Quarter of JFM'19 across 14 JC's
- 70% of the team received Top performer awards month on month in JFM'19

**Atria Convergence Technologies Pvt Ltd (ACT Fibernet).**

AM-Collections & Retentions

**Visakhapatnam, AP. India**

Jun 2015 – Nov 2017

#### **Responsibilities Assigned:**

Lead the Collections & Retentions department to meet & exceed the corporate goals.

#### **Core Tasks Handled:**

- Responsible for entire city Collections & Retentions, Upselling.
- Taking care of Enterprise, SME & ILL Sales through customer referral program.
- Handling the SME, ILL, SOHO, Retail collections, Upselling & Cross Selling.
- Making outstanding allocation ageing wise, executive wise, area wise & Target set up.
- Meeting & Interacting with the Top customers & SME customers on regular basis.
- Enhancing the revenue of SME customers.
- Upselling (Converting Monthly customers to FT customer & Increasing revenue through plan upgrades)
- Cross Selling (SME Selling to Retail Existing customers & Retail Sales to SME Existing customers)
- Taking care of Billing Corrections & Waiver escalations. (Ensuring it has to be happened in right way)
- Having special focus on low performing executives & areas. Improving the performances with proper action plans.
- Controlling Voluntary & Involuntary churn.
- Different types of Action plans towards the retention & SME Sales improvement.
- Making the revenue analyzing on Collection & Existing Base.
- Increasing the revenue by upselling program.
- Team Management.
- Improving the team efficiency & productivity.
- Incentivizing the team on their target achievements.

**KEY ACHIEVEMENTS:**

- 94% collection has been improved to 98%+ collection.
- Even at the time of customer uptime is low, able to manage the churn under control (<2%).
- 0-30 days involuntary churn retention is 80%.
- Voluntary retention % is increased to 45% from 15%.
- Voluntary reconnection % is increased to 20% from 7%.
- Upselling revenue is increased to 3.5L.
- Collection revenue has been increased from 3Lakhs to 100Lakhs.
- Maintaining online collection percentage is about 70% - 75%. (Initial stages it is at 37%)

**Reliance Communication Pvt. Ltd.****Hyderabad, Telangana. India**

WiMax Broadband Customer Acquisition  
SME/SOHO Broadband Customer Acquisition  
Enterprise Customer Acquisition (Channel Partners)

Mar 2008 – Jun 2010  
Jul 2010 – Dec 2012  
Jan 2013 – May 2015

**Core Tasks Handled:**

- WiMax Broadband Customer Acquisition through Direct Team.
- SME/SOHO Broadband Acquisition through Direct Team.
- Channel Partner Identification & New Business Acquisition
- Taking care of Sales & Installations of WiMAX & SME along with Channel Partner.
- WO assigning to the Channel.
- Target distribution among the Channel Partners.
- Daily MIS on the entire WiMAX, SME & Channel account.
- Taking care of Vendor Payouts.
- Making the revenue analyzing on Collection & Existing billing.
- Making outstanding allocation Channel Wise & Account Manager Wise & Follow up.
- Bucket wise, Executive wise & agency wise outstanding mapping & follow up.
- Coordinating with Service team for WiMAX delivery related issues.

**Bharti Airtel Services Ltd.****Hyderabad, Telangana. India**

Broadband Customer Acquisition

Mar 2005 – Feb 2008

**Core Tasks Handled:**

- Taking care of Zone 3 Customer Acquisition.
- Taking care of different Areas, Initially Started with Secunderabad Area, then as per network Expansion, done to Sales Activities in different areas of Hyderabad Citi.
- Lead Generation through Cold calls, Society Activities & Existing customer referrals.

**(Ravichandra Y)**