

CONTACT

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EDUCATION

2014
MBA in Marketing and Operations
SRM School of Management, Chennai
2010
BE in ECE
Sri Krishna College of Engineering, Chennai

CORE COMPETENCIES

Strategic Planning
Market Penetration
Customer Retention
Sales Forecasting
Operational Efficiency
Competitive Analysis
Business Development
Process Improvement
Team Leadership
Performance Metrics

ACHIEVEMENTS

- Best Cashier Award (2015-16)
- Best TL Award (2015-16)
- Best Store Manager Award for Customer Centricity
- Best Store Manager PAN India Level (Q4-2021)
- Best ILMS Conversion PAN India Level (Feb-2024)
- Implemented best practices to ensure compliance and operational efficiency, resulting in improved cash management processes.
- Received multiple awards for outstanding performance, including Best Store Manager and Emerging Star accolades.
- Showcased exceptional leadership skills in managing teams, achieving sales targets, and driving customer-centric initiatives.

VIJAYABAL
BALASUBRAMANIAN

JOB OBJECTIVE

Implementing innovative Problem-Solving Strategies and Lean Management techniques to optimize operational efficiency and drive growth in a dynamic leadership role within a forward-thinking organization.

PROFILE SUMMARY

- Leveraging **10 years** of experience in the telecommunications sector, with a focus on optimizing Postpaid Online sales conversion within Bharti Airtel Pvt. Ltd.
- Worked as an Assistant Manager, administering the coordination of daily calendars for senior managers, conducting performance reviews, and enhancing sales KPIs.
- Currently drawing a **CTC of ₹7.5 LPA**, reflecting a solid track record of achievements and impactful contributions in the telecommunications sector.
- Showcased expertise in recruiting, training, and motivating high-performing teams ranging from 50 to 75 members to achieve monthly, quarterly, and annual sales targets.
- Acknowledged for introducing industry best practices to enhance compliance standards and being honored with prestigious awards for outstanding performance.
- Proficient in collaborating with cross-functional teams, suggesting operational improvements, and driving profitability through strategic initiatives.
- Expert in customer relationship management, providing exceptional service, resolving complaints, and maintaining customer satisfaction.
- Receiving the Best Store Manager Award for outstanding ILMS Conversion at a national level.
- Possess in-depth knowledge of retail operations, consistently driving business growth and ensuring a customer-centric approach.
- Proficient in leveraging data analysis and reporting tools to drive strategic decision-making processes, optimize sales performance, and enhance customer relationship management systems.
- Achieved increase in Postpaid Online sales conversion rates during the tenure as Assistant Manager at Bharti Airtel Pvt. Ltd., resulting in a boost in revenue generation for the company.

WORK EXPERIENCE

Mar'2023 to Mar'2024
Assistant Manager (ILMS-TN)
Bharti Airtel Pvt. Ltd., Chennai
Role:

- Spearheaded Postpaid Online sales conversion initiatives, ensured seamless customer acquisition processes.
- Conducted daily performance reviews for both advisors and field executives, optimized team productivity.
- Managed senior managers' calendars, facilitated smooth coordination of business activities.
- Organized appointments and events, enhanced outdoor business engagement and networking.
- Generated regular reports, updated internal databases to track and analyze sales KPIs.
- Collaborated with the marketing team, responding promptly to CEO inquiries, and suggested operational enhancements.

- Reviewed and recommended policy changes, contributed to a more streamlined operational framework.
- Conducted monthly R&R programs, fostered team motivation and performance improvement.

Highlight:

- Successfully achieved the Best ILMS Conversion at a national level in February 2024.

**Apr'2019 to
Mar'2023**

**Senior Executive Store Manager
Bharti Airtel Pvt. Ltd., Chennai**

Role:

- Increased customer handling capacity to 10,000 at the senior executive level, displaying leadership in managing high-volume retail environments.
- Managed a large walk-in retail store with a monthly footfall of 8,000 to 10,000 customers, ensuring smooth operations and customer satisfaction.
- Led a team of 12 to 15 members at the senior executive level, overseeing store operations, staff management, and customer service excellence.
- Led the development and achievement of sales targets through the direct sales channel, focused on client growth and new business generation.
- Managed multiple mini stores, optimized store KPIs and ensuring operational excellence.
- Cultivated client relationships, delivered high standards of customer service, and creating business proposals for new opportunities.

Highlights:

- Received the Best Store Manager Award for Customer Centricity from the CEO of Tamil Nadu Bharti Airtel Ltd.
- Recognized as the Best Store Manager at a PAN India level in Q4-2021.

**Apr'2017 to
Mar'2019**

**Store Manager
Bharti Airtel Pvt. Ltd., Chennai**

Role:

- Spearheaded revenue growth via direct sales channels, emphasized client expansion and exploring new avenues for business development.
- Successfully managed multiple mini stores, optimized store performance and ensuring customer satisfaction.
- Handled a customer base of 4,000 to 5,000 members as an executive, ensuring efficient service delivery and meeting sales targets.
- Supervised a team of 8 members in the executive role, focusing on customer engagement, sales growth, and operational efficiency.

Highlights:

- Received the "Emerging Star Award" for 2017-2018 from the Retail Head of Bharti Airtel Ltd., recognized as the top-performing store manager among 60 managers in the Chennai Circle for outstanding performance.

**Jul'2014 to
Apr'2017**

**Customer Relationship Officer (CRO)
Genius Consultancy (Partner of Bharti Airtel Limited), Chennai**

Role:

- Provided leadership as a Team Lead in Airtel Own Retail, ensured exceptional customer service and resolving inquiries.
- Managed customer accounts, processed orders, and maintained records of interactions to enhance service quality.
- Trained staff to deliver high standards of customer service, contributed to improved customer satisfaction.
- Provided leadership in Airtel Own Retail, managing customer interactions, resolved complaints, and ensured efficient service delivery.
- Trained and mentored staff to deliver exceptional customer service, contributed to improved operational efficiency.

PERSONAL DETAILS

Date of Birth : 15th September 1988
Languages Known : Tamil, English, Hindi