

ARAVIND UNNIKRISHNAN

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With over two decades of experience, my career is defined by a relentless pursuit of process optimization within business operations. My expertise centers on the design and implementation of automation and workflow systems, aimed at standardizing processes and driving transformation. I specialize in various critical areas, including process standardization, where I create structured, repeatable workflows to eliminate inconsistencies and enhance operational efficiency, and cost reduction through strategic automation solutions. My dedication to developing and instilling best practices ensures not only efficient processes but also alignment with industry standards and compliance requirements. I've consistently reengineered existing processes to achieve continuous improvement, streamlining operations, elevating quality, and increasing productivity. Moreover, I've championed client-centric solutions through process consulting, exceeding quality expectations and establishing a competitive edge, all while delivering significant operational savings, notably in terms of man-hours and operating costs. Throughout my career, I've demonstrated a deep understanding of business processes and a strong commitment to sustainable enhancements, always striving to enable organizations to operate at peak efficiency and maintain a competitive edge in a dynamic business landscape.

CORE COMPETENCIES & DIVERSIFIED ROLES

RPA Design & Implementation

Problem Solving & Innovation

Workflow Design & Implementation

Process Re-Engineering

Process Consulting & Migration

Cost Savings

Software Augmentations

Quality Assurance & Control

Team Building & Leadership

Project Management

Documentation

Continuous Improvement

Liaison & Coordination

Solution Architect

Business Analyst

Software Analyst

Operations Lead

ORGANIZATIONAL EXPERIENCE

Aug'23-Sep'23	Mobilite Smart Solutions India Private Ltd., Chennai Operations Consultant	<i>A Technology Arm of SPIRO – EV Brand in Africa. SPIRO formerly known as MAuto Electric Mobility Private Ltd.</i> https://spironet.com/
Apr'22-Jul'23	Mobilite Smart Solutions India Private Ltd., Chennai Head – Process Engineering	
Sep'21-Mar'22	Freelance – Operations/Process Consultant	<i>Process Consultant for an Investor Services Company, Mauritius Process & UI designer for an unorganized sector company, Chennai Implementation Engineer for an Education Publications Company, Chennai Process design for last mile Logistics Company, Chennai</i>
Aug'18-Aug'21	DATAMARK INDIA BPO LLP, Chennai Manager – Process Engineering – India Operations	<i>One of the Offshore site of DATAMARK Inc. in India</i> https://datamark.net/

Apr'06-Aug'18 Oct'14- Jul'18 Aug'11- Sep'14 Apr'07- Jul'11 Apr'06-Mar'07	DATAMARK Prodapt India BPO Pvt. Ltd., Chennai Senior Manager – Process Engineering Manager – Process Engineering Asst. Manager – Process Engineering Process Engineer	<i>DATAMARK – Prodapt Joint Venture Company. DATAMARK Inc., headquartered at ElPaso, TX; provides a wide range of back-office services</i>
Nov'04-Apr'06	Prodapt Solutions Pvt. Ltd., Chennai Process Engineer	<i>BPO Unit of Prodapt Prodapt, a software company part of a 100-year conglomerate group; The Jhaver Group https://www.jhavergroup.com/ https://www.prodapt.com/</i>
Feb'01-Aug'04 Aug'03- Aug'04 Feb'02- Aug'03 Jul'01- Jan'02 Feb'01- Jun'01	VMS Associates, Chennai Operations Engineer Supervisor Team Leader Data Conversion Technician	<i>Outsourcing partner of LASON India Ltd.</i>

KEY ACHIEVEMENTS

- **Lead-to-Customer Conversion Workflow:** Spearheaded the successful implementation of a lead-to-customer conversion workflow and contract management in a SaaS-based CRM solution for EV business operations, optimizing the sales funnel and enhancing customer acquisition.
- **ERP Solution Optimization:** Ensured the seamless operation and alignment with business requirements of an in-house ERP solution, encompassing Asset Inventory and Allocation, IoT, and Battery QC Modules, MoMo Payment and CRM Integrations, Bike Delivery Module, Billing, and Battery Exchange processes, driving operational efficiency.
- **Stakeholder Engagement:** Effectively engaged with business stakeholders to transform Voice of Customer (VOC) feedback into actionable functional requirements for the development team, fostering strong collaboration between departments.
- **Business Model Design:** Collaborated on the design and architecting of the business model within ERP and Mobile applications, contributing to innovative solutions that align with the company's strategic vision.
- **Timely Implementation:** Ensured the timely implementation of projects, meeting core business objectives and complying with structured design and implementation processes, promptly adapting to new business requirements.
- **Customer Experience Enhancement:** Proactively identified and drove initiatives to enhance the customer experience during onboarding, bike delivery, and battery exchange processes, improving customer satisfaction and retention.
- **Business Growth Strategies:** Identified growth opportunities and recommended business improvement strategies to cater to B2C, B2B, and B2B2C customers, contributing to the company's expansion and market share.
- **Process Automation:** Analyzed existing ERP processes, identified bottlenecks, and proposed automation solutions to improve productivity, accuracy, and workflow efficiency, streamlining operations.
- **Customer-Centric Product Development:** Provided crucial insights into customer needs, market trends, and the competitive landscape, collaborating with cross-functional product teams to define requirements, prioritize features, and oversee the product lifecycle.
- **Base Automation Systems:** Pioneered the design and implementation of base automation and intranet systems from the ground up, ensuring compliance with organizational policies and procedures, enhancing operational efficiency, and optimizing resource allocation.
- **Self-Developed People Systems:** Successfully structured and implemented people systems, including HRMS, LMS, eLearning, and call ticketing systems, without third-party software procurement, leading to substantial cost savings and streamlined workforce management.
- **Productivity Tracking:** Implemented a systematic tracking mechanism for productivity and quality assurance, leading to improved project metrics and adherence to quality standards.
- **Process Improvement through Automation:** Employed data analysis, root cause analysis, and automation solutions, such as Robotic Process Automations, business intelligence, and OCR technology, for digital transformations, driving operational excellence and resource optimization.
- **Reporting and Analytics:** Strategically designed auto mailers and MIS reporting systems with trend charts and excel attachments for people management and monitoring, introducing third-party analytics tools to create a centralized reporting system for data-driven decision-making.
- **Zero Customer Complaints:** Proactively identified process bottlenecks and gaps, initiating actions to achieve zero customer complaints through internally developed applications and troubleshooting tools, resulting in enhanced customer satisfaction.

- **Supervision and Efficiency:** Provided supervisory oversight to all processes, contributed technical insights for innovative methodologies, and recommended process changes for efficiency enhancements, contributing to streamlined operations and workflow optimization.
- **Effective Team Management:** Demonstrated exceptional team management by directing and mentoring resources to boost productivity, improve learning, problem-solving skills, and consistently meet project deadlines, fostering a collaborative and productive work environment.

DIVERSIFIED DOMAIN EXPERIENCE @ THE JHAVER GROUP OF COMPANIES

Zip Industries Ltd. (Manufacturing Sector)	JU Agri Sciences Pvt Ltd. (Sales and Marketing Sector)	Prodapt Solutions Pvt Ltd. (Telecom Services Sector)
<ul style="list-style-type: none"> • Web-Based Production Management Systems: Designed and developed web-based systems to centralize production control and enhance product quality, streamlining operations. • Barcode Systems Implementation: Led the successful implementation of barcode systems for material tracking, significantly improving inventory management, reducing errors, and enhancing operational efficiency. 	<ul style="list-style-type: none"> • Android App Implementation: As a key member, I led requirement gathering and oversaw the implementation of an Android app. The app incorporated MIS reporting, status report data capturing, and various utilities, enabling efficient data management and process optimization. • SMS Solutions Success: I successfully introduced VOICE & TEXT-based SMS solutions within the sales and collections processes, providing instant acknowledgments and serving marketing purposes. This implementation has led to improved communication, increased customer engagement, and contributed to business growth. 	<ul style="list-style-type: none"> • Telecom SOP System Implementation: Led end-to-end efforts for requirement gathering, design, development, and systematic implementation of telecom Standard Operating Procedures (SOPs) within legacy OSS systems, improving telecom process management. • Telecom Project Migration: Skillfully migrated two telecom projects from onsite to offshore. During onsite training and Knowledge Transfer (KT) sessions, I devised a decision-based workflow system for telecom transactions, instilling confidence in the effectiveness of the KT sessions and ensuring a seamless offshore project transition.

ACADEMIC AND TECHNICAL QUALIFICATION

Education: B.Sc. in Physics from A M Jain College, Meenambakkam (2000)

RPA Techniques: Proficient in Selenium Framework, Windows Automation Framework, COM Integration, Third-Party APIs, End-to-End Solution design, with strong and efficient business process and software analysis skills.

Programming: Exposure in C#.NET, SQL, MySQL, ORACLE, PHP, XML, HTML, and Excel Macros and REST API.

IT Infrastructure: Practiced with AZURE, LINUX, and WINDOWS environments.

Certification: Six Sigma Green Belt Certified.

PERSONAL DETAILS

Date of Birth: 15th September, 1978

Address: 60, East Street, Madanapuram, Mudichur Road, Chennai-600048