

AKSHITA JAIN

WORK EXPERIENCE (7+ Years)

[LinkedIn](#) jakshita10@gmail.com +91 8557061695

Passionate for accelerating growth by translating customer needs into new products/features – skilled In product development, program management and client engagement.

Makse Group - Technical Product Manager

January 2025 - Present

Built PSA tools on Workday for time tracking, approvals, and hiring automation

- Launched an auto time-tracking browser extension integrated with Workday, **↑employee efficiency on each task by 30%**.
- Built a consolidated timesheet approval app using Workday data - **↑employees productivity by 20%** and **↓sent-back rates by 40%**
- Integrated Workday with Twilio Segment via APIs to automate notifications, **accelerating recruitment and onboarding by 20%**.

Freshprints - Growth Product Manager

July'24 - December'24

- Executed SEO improvements that boosted site **health score to meet 80% benchmark**, enhancing site visibility and performance.
- Added promotional goods support on the website and increased revenue from corporate customers by 10% in 2 months.
- Added approval workflow in the "Pay Later" option to **↓ the fraudulent rate by 10%**.

Sprinklr – Product Manager

March'22 - July'24

Care Console – Agent's Omnichannel Unified Platform - CRM Platform

Improved Average CSAT Score by reducing FRT and CRT per client by 20% and 25% respectively

- Created an omnichannel experience for agents, consolidating and deduplicating complaints across channels (**↓AHT by 30%**)
- Developed capability for clients to autonomously customize console to multiple layouts as per role/user groups, **↓FRT by 33%**
- Decreased **average response time by 25%** by introducing SLA breach indicators, AI powered agent assist, guided workflows
- Leveraged AI driven features, reduced agents' training time by 30% and decreased manual errors by 50% (**↓CRT 20%**)
- Integrated conversational AI - 20% reduction in cases reaching to agents (**↓CRT by 30%**)
- Migrated 40% of clients to unified omnichannel desktop, reducing clicks and decreased agent training by 67% with customized UI.
- Integrated customers' third party tools within the platform for automobile industries, enhancing user experience and **↓SLA by 30%**
- Conceptualized CRM platform features and developed a user-friendly **mobile-responsive app, boosting CSAT score by 30%**.
- Trained Support and KAM teams on product and designed SOPs - **↓TAT from 3 days to 1, ↓support tickets by 25%**
- Built capability for customisation on Care Console; custom pieces of info can be configured specific to each channel (**↓CRT 40%**)
- Developed support for asking PII aligned with customers' expectations on data privacy, leading **↑15%** in NPS.
- Developed knowledge repository and led product training for 500+ employees - **↓ average client go-live timeline by 12%**

New Customer Onboarding (Automobiles and Finance), Increased Revenue by 10%

- Lead HDFC, Alshaya, Maruti (ARR \$1.5Million) projects & onboarded 600+ agents on care console platform, (**↑\$2M Revenue Overall**)
- Created user stories, road-map items, and MVP widgets used by 20+ clients, generating over **5M ARR Overall**
- Executed development of Console Builder Product, where admins can select desired layouts of Console (**incremental users ↑ 30%**)

Sprinklr – Senior Product Analyst

October 2019 - March 2022

- **Decreased churn rate by 20%** by identifying & presenting competitive advantage of Sprinklr product to customers probable to churn.
- Represented Modern Care Products (Live Chat, Care Console, etc.) in Forrester 2020-21
- Revamped Sprinklr's website content and videos, addressing complexities & less-known products, **↑40%** customer engagement.

Experience/Client Assist (CRM Modules)

- Decreased **Care Agent Response SLA by 40%** by:

- Delivering agent friendly platform to speed up agent-customer interactions
- Devising standard reporting dashboards for tracking brand agent's activity time and resolution procedure
- Increasing CSAT Scores by **25%** by proactively delivering Business and Advanced use case guides for each module
- **Achieved 20%** reduction (12 hours to 10) in customer resolution time by creating user guides

Sprinklr – Product Analyst

July 2018 - October 2019

- **Reduced user onboarding time by 85% (20 hrs to 3 hrs)** - by revamping and streamlining the documentation and training process
- Documented 200+ Features and enhancements, improved internal communication process between designers, dev team by **70%**
- **Implemented JIRA Agile framework** by creating Kanban boards across dev teams – dev & release time reduced by **30%**
- **Only analyst (1/9)** to be part of training team – Trained **10+ PAs**

MPowerBiz Solutions Pvt. Ltd- Content Executive

April 2017 – Dec 2017

- Managed news and entertainment content on the website - Mainly dealt with the Entertainment part of the industry.
- Helped in increasing the organic reach by 20% of social media handles as well as the website.
- Increased customer engagement by 30% by framing texts for daily social media posts- Facebook, Instagram, & Pinterest

NDTV Media Pvt. Ltd - Assistant Producer (Intern)

Jan 2017 – April 2017

Increased Engagement and Improved TRPs (NDTV News Media)

- Created scripts for News Prime shows such as Truth Vs Hype, Prime Time and edited the show before it goes live on TV
- Created scripts for shows such as Vicky Goes Veg, prepared questionnaires for interviews with celebs and managed shoots of Paytm Ads

EDUCATION

PGP | Majors: Mass Communication, NDTV Media Institute | 97% | Grade A Jun 2016 – Apr 2017

Bachelor in English, GGSDS College (Punjab University) Apr 2013-May 2016

OTHER ACHIEVEMENTS & PERSONAL INTERESTS - Leadership at GGSDS College

- Part of the award-winning team at an Inter- College Debate Competition
- Ranked Second in **Holy Faith Talent Search Examination held at state level in class 12.**

