

MANAS MAHODAYA

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PROFESSIONAL SUMMARY

Customer experience professional with 20+ years across BFSI support, quality assurance, KYC/fraud review, and coaching, including senior analyst and quality-audit roles handling high-volume, high-stakes customer interactions for US and Canadian clients (American Express, Genpact, TaskUs, Encore Capital). Proven track record identifying process gaps before they become customer problems, coaching teams to higher CSAT/AHT performance, and building efficiency improvements from the ground up. Actively builds AI-powered workflows and automations (Claude, Make.com, WhatsApp-based tools) rather than just prompting — comfortable learning new platforms independently and thriving in fully remote, high-autonomy environments.

CORE STRENGTHS FOR HAPPINESS ENGINEERING

- **Customer Support & Experience:** 6+ years of direct, high-volume customer-facing support (voice, chat-adjacent, and email-based workflows) across banking, insurance, and telecom accounts.
- **Quality Assurance & Coaching:** Owned CSAT/AHT for full teams at TaskUs; ran calibration calls, DSAT scrubbing, and dip checks; coached teammates on error patterns and turned findings into process fixes.
- **Problem-Solving Before It Escalates:** Spotted root causes of quality issues at AG Consultancy and Genpact and built SOPs/process changes to prevent recurrence — the exact 'identify problems before they arise' instinct this role calls for.
- **AI Fluency, Beyond Prompting:** Completed Claude 101 and a Generative AI masterclass; actively builds AI-driven automations (Make.com + Claude API pipelines, WhatsApp-first customer workflows, AI-generated financial reports) for real client and personal-brand use cases.
- **Remote & Self-Directed:** Independently manages multiple concurrent client-facing workstreams and ships self-initiated digital products with no direct oversight — proven high-autonomy operator.
- **Cross-Functional Communication:** Coordinated daily between customers, internal teams, external clients, and compliance/fraud units across every role — comfortable building trust with technical and non-technical stakeholders alike.

EXPERIENCE

Operations Sales Representative IV — Telus Digital Operations, Gurugram

Oct 2025 – Jan 2026

- Sold mobility and internet plans to Canadian SMBs, managing full-cycle customer conversations from needs discovery to close.

Account Manager — Encore Capital Group, Gurugram

Aug 2023 – Oct 2025

- Managed portfolios of sold-out US credit card accounts (PLCC and other institutions), resolving high-volume customer queries under strict compliance and SLA requirements.

Inside Sales — Customer Acquisition — Accenture (Google account), Gurugram

Sep 2022 – Feb 2023

- Supported existing Google Ads customers, resolving account issues and driving continued platform adoption.

Assistant Manager — AG Consultancy and Trading Services, Gurugram

Sep 2021 – Apr 2022

- Led process transitions and knowledge transfer; identified process-quality issues and root-caused them to prevent repeat errors.
- Trained new hires and authored SOPs, taking each through client approval — direct experience building and documenting repeatable support processes.

Client Analyst — Quality — TaskUs India Pvt Ltd, Indore

Oct 2019 – Sep 2021

- Owned CSAT and AHT performance for an entire team; audited and coached teammates on errors to lift service quality.
- Ran calibration calls (internal and with client), DSAT scrubbing, and dip checks/process knowledge tests to keep support quality consistently high.
- Published regular quality reports and led weekly team meetings — comfortable both doing the work and reporting on it.

Senior New Accounts Analyst — American Express, Gurugram

Apr 2017 – Jul 2019

- Performed KYC — Customer Due Diligence and Enhanced Due Diligence for new account onboarding, reviewing documentation against strict regulatory guidelines.

- Reviewed and approved new/existing cardmember applications, coordinating across teams, and investigated fraud and stand-alone/additional applications.

Customer Service Executive — EXL BPO, Noida

Jun 2016 – Apr 2017

- Handled UK motor insurance claims and soft collections; coordinated claim closure across multiple insurers and internal teams.

Senior Executive — Inside Sales (Pre-Sales) — Intellicus Technologies, Indore

Mar 2015 – Feb 2016

- Ran market research and outreach to C-level executives and data scientists via social, email, and phone; coordinated product demonstrations and follow-on POCs.

Process Developer — Genpact India, Gurgaon

May 2009 – Mar 2015

- Led transition of two client processes to Gurgaon, including SOP creation; trained in Canada (TD Canada Trust) on back-end banking operations.
- Coached and mentored team members, tracked performance, and drove process-improvement initiatives across KYC review and a transitioned US Healthcare (Cigna) helpdesk.
- Handled fraud claims and chargeback tagging, and resolved escalations directly with high-value customers.

Process Developer — GE Money Servicing (now Synchrony Financial), Gurgaon

Aug 2005 – May 2009

- Managed high-value and late-stage delinquency customers for a major US retail credit program via manual, dialer, and inbound channels.

AI & AUTOMATION PROJECTS (SELF-DIRECTED)

- Building AI-powered automation workflows for Indian SMBs using Claude API and Make.com, including WhatsApp-first customer communication tools.
- Shipped self-initiated digital products end-to-end (landing pages, payment integration, content pipelines) — demonstrates independent execution without oversight.

EDUCATION & CERTIFICATIONS

- Diploma in Digital Marketing and Analytics — IIM Mumbai
- Bachelor's Degree
- Claude 101 — Certificate of Completion
- Outkill 2-Day Masterclass — Generative AI

TOOLS & SOFTWARE

Claude, ChatGPT, Gemini, Perplexity • Salesforce, LinkedIn Sales Navigator, ZoomInfo, LexisNexis • Microsoft Office & Google Workspace • Make.com automation workflows