

Rajdeep Choudhary

DOB – 09/05/1981 | From Pune, India | Currently in Sharjah, UAE
+971 56 916 5284 | rajdeepchoudharyc@gmail.com |

PROFILE

- Consumer Insights and Customer Experience professional with more than 12 years of experience specializing in driving profitable growth in competitive sectors through pro-active account management, handling project operations, strategic planning and business development capabilities.
- Adopts a consultative approach to ensure specific client requirements are met whilst focusing on exceeding expectations for service quality

WORK EXPERIENCE

Kantar Middle East

Dubai, UAE

Customer Experience Domain

2019 – 2020

- Responsible for ensuring strategic and actionable insights to clients
- Leading team of research professionals to expand business (meeting new clients), manage vertical's P&L and implement strategic business plans
- Role included but not limited to reviewing client portfolio to redefine KPIs (NPS, CSAT, Customer Effort), design new frameworks, to mine client data sets for insights and possible applications while conducting in-depth research
- Responsible for clients across Telecom operators and manufacturers, Retail, Finance, Malls, Government sectors etc.

Nielsen UAE

Sharjah, UAE

Senior Manager – Consumer Insights

2011 - 2019

- Involved in tracking and ad-hoc consulting assignments with special focus on Telecom clients across GCC
- Primarily role included managing a client servicing team for specific tracking projects (Customer satisfaction / NPS / Customer effort surveys – US\$ 1.2 million annually)
- Type of studies included – Customer satisfaction, NPS, Transaction surveys, Retail Audits, Brand perception, Market sizing and Segmentation across Consumers and Enterprises
- Responsible for end to end research project management (RFP response with proposal, project design, operations management, data analysis, report preparation and presentation) and adding new clients to the roster

- Clients across Telecom, Mall Properties, FMCG, Government and Finance sectors
- Handled report automation setup to optimize time and costs (Reduced research team involvement by ~ 25%. Recognized with 'Simply Excellent' award for this initiative.)

TNS Mumbai

Mumbai, India

Senior Researcher, Consumer Insights

2007 – 2011

- Main responsibility included managing Customer satisfaction and Brand Health surveys for leading Telecom operators in India
- Role included managing a team of research executives handling end to end market research requirements of clients – research design, conducting research, data analysis and report presentation for all Telecom circles for the clients

Club Mahindra, Times Jobs

Mumbai, India

Business Development, Marketing

2006 – 2007

- Times of India (Times Jobs) – Sales team leader for Online Portal
- Club Mahindra (Timesharing business) – Sales associate for marketing products
- Greysell Advertising – Sales associate for marketing advertising solutions to clients

EDUCATION

IMERT, Pune University

Pune, India

Marketing Management, Master of Business Administration

2007

K.I.T.S Ramtek, Nagpur University

Nagpur, India

Mechanical Engineering, Bachelor of Engineering

2004

SKILLS

Consumer Insights, Customer Experience, Online research design, Project Management, Market Research, Data Analysis, Client Relationship Management, Business Development, Digital Channels Evaluation

MS Office Suite, Tableau (Beginner)