

Anchal Sharma

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Professional Summary

Results-driven Senior Customer Service & ORM Specialist with **3+ years'** expertise in chat/email support, customer retention, and online reputation management. Proven track record of driving **95%+ CSAT**, improving First Contact Resolution (**FCR**) by **20%**, and safeguarding brand reputation across digital platforms. Adept in leveraging CRM tools (Zendesk, Locobuzz, Right AI Choice, Ozonetel) to streamline workflows, **resolve escalations, and deliver exceptional B2C customer experiences**. Recognized for award-winning performance and building customer trust through **fast, empathetic, and measurable service delivery**.

Core Competencies

- Chat & Email Customer Support (B2C) | Ticket Management | SLA Adherence
- Online Reputation Management (ORM) | Review & Sentiment Analysis | Brand Monitoring
- Complaint Resolution & Escalation Handling | Customer Retention | Client Communication
- Social Media Engagement (Facebook, Instagram, Youtube, Twitter, GMB)
- CRM Tools: **Zendesk | Locobuzz | Right AI Choice | Ozonetel**
- CSAT, NPS & FCR Optimization | Quality Assurance | Performance Metrics
- Reporting & Dashboarding (Excel, Google Sheets) | Data Analysis & Insights
- Team Collaboration | Training | Knowledge

Professional Experience

Senior Executive – Customer Service & Online Reputation Management
Hella Infra Market Ltd | Nov 2023 – Present

- **Handle 150+** daily customer interactions across **email, live chat, and social media**, achieving **96%+ CSAT** consistently.
- **Lead ORM initiatives** by monitoring and responding to brand mentions, reviews, and DMs across platforms, **reducing negative sentiment by 30% in 6 months**.
- Partner with internal teams to resolve escalated cases, ensuring **90% SLA adherence**.
- Generated **Monthly sentiment analysis reports for management**, influencing content strategy & service improvements.
- **Trained 5+ new hires** on CRM tools, chat etiquette, and ORM workflows, improving onboarding efficiency.

Customer Executive – Email/Voice Support
Cogent E-Services | 9 Months

- **Resolved 80+ inbound queries** daily with 85% First Contact Resolution (FCR).
- Maintained **100% accuracy in CRM logging and case notes**.
- **Exceeded performance targets** in AHT (Average Handling Time) and customer retention.

Customer Executive – Sales & Support
Life Insurance Corporation (LIC) | 6 Months

- Consulted customers on policy options, closing 100+ policy sales in 6 months.
- **Achieved 90% renewal retention rate** by maintaining long-term client relationships.
- Recognized for cross-selling/up-selling products, boosting customer portfolio value.

Projects

- **ORM & Social Media Reputation Management:** Managed official brand pages, responded to **1,000+ customer** reviews, comments & DMs, escalated priority issues, and suggested content improvements to drive engagement.

Awards & Achievements

- **Employee of the Year** – Recognized for outstanding customer service excellence.
- **Overall Excellence Award** – Consistently exceeded CSAT & service delivery targets.
- **Monthly R&R** – Awarded multiple times for high CSAT, SLA adherence, and productivity.

Education

Bachelor of Commerce (B.Com) – **CGPA: 8.59** | March 2025