

ABHISHEK SHUKLA

New Delhi, Delhi – 110024

Phone: +91 8860220070

Email: abhishekshukla16102000@gmail.com

PROFESSIONAL SUMMARY

CX & AI PROJECT LEADER | CUSTOMER EXPERIENCE | OPERATIONS | AI TRANSFORMATION | AUTHOR

CX & AI Project Leader with 6+ years of experience leading large-scale voice and non-voice customer operations across travel, airline, and customer support environments. Proven track record of delivering service excellence, improving customer journeys, and driving operational performance through data, technology, AI, and people leadership.

Strong expertise across **SLA, AHT, FCR, QA, CSAT, productivity, customer retention, WFM, capacity planning, resource optimization, stakeholder management, and performance governance**.

Experienced in leading **CX and AI-enabled transformation initiatives**, including workflow optimization, CRM and technology integration, AI-assisted customer support, process automation, and digital customer experience improvements. Skilled at translating business challenges into structured project plans and partnering with cross-functional teams to deliver measurable outcomes.

Proven ability to lead teams, manage complex escalations, conduct **Root Cause Analysis (RCA)** and **Corrective and Preventive Actions (CAPA)**, and improve operational efficiency, productivity, and cost effectiveness.

Strong experience in **WBR, MBR, and QBR governance**, executive stakeholder communication, reporting, compliance, and continuous improvement, with a leadership approach centered on **customer-centricity, innovation, AI adoption, trust, and high-performing teams**.

Author of *THE BRIDGE YOU BECOME: Becoming the Leader Others Remember*, a leadership book focused on trust, people development, integrity, and the real-world journey of becoming a leader people remember. The book reflects my practical perspective on leadership, customer experience, and developing people in modern workplaces.

My professional focus is at the intersection of **Customer Experience, AI, Leadership, and Business Transformation**—helping organizations use technology intelligently while keeping people and customer outcomes at the center.

CORE COMPETENCIES

- Customer Experience (CX) Strategy & Transformation
- AI & Generative AI Strategy | AI-Enabled Productivity
- AI Adoption, Automation & Human-Centric AI
- Leadership & Cross-Functional Team Management
- Business & Project Transformation
- Customer Journey Mapping & Voice of Customer (VOC)
- Stakeholder Management & Executive Communication
- Process Excellence & Continuous Improvement
- RCA / CAPA & Root Cause Problem Solving
- SOP Design, Governance & Workflow Optimization
- KPI / KRA Management | SLA | AHT | FCR | QA | CSAT
- Workforce Management (WFM) | Capacity & Resource Planning
- Performance Management, Coaching & Capability Building
- Escalation Management & Customer Service Recovery
- Data Analysis, MIS & Dashboard Development
- Governance & Business Reviews (WBR / MBR / QBR)
- Change Management & Agile Project Management
- Risk, Compliance & Operational Controls
- Customer Loyalty, Retention & Service Excellence
- Leadership Development & People-Centric Culture
- AI Ethics & Responsible AI Adoption
- Strategic Problem Solving & Decision-Making

TECHNICAL PROFICIENCY

- **Advanced Microsoft Excel** — Pivot Tables, XLOOKUP/VLOOKUP, SUMIF/SUMIFS, IF formulas, Data Validation, Conditional Formatting, Charts & Data Analysis
- **CX & KPI Dashboards** — SLA, AHT, FCR, QA, CSAT, productivity, backlog, shrinkage, adherence and operational performance tracking
- **MIS & Business Reporting** — WBR / MBR / QBR reporting, trend analysis, performance reviews, executive insights and decision-support dashboards

- **Microsoft PowerPoint** — Executive presentations, business review decks, project updates, strategy presentations and stakeholder communication
- **Microsoft Outlook & Microsoft Teams** — Executive communication, stakeholder collaboration, governance meetings and project coordination
- **CRM & Customer Experience Platforms** — Customer case management, ticket tracking, customer journey visibility, resolution workflows and service operations
- **Ticketing & Omnichannel Support Tools** — Voice, email, chat and social support workflows, backlog management and resolution tracking
- **AI & Generative AI Tools** — AI-assisted productivity, content and document creation, workflow support, research, customer support use cases and process enhancement
- **Microsoft 365 Copilot** — AI-assisted workplace productivity, document analysis, summarization, communication and task support
- **AI Automation & Digital Workflow Enablement** — Chatbot/AI-enabled support, workflow automation, process digitization and repetitive-task optimization
- **Workforce Management (WFM) Tools** — RTA monitoring, queue monitoring, schedule adherence, capacity coordination and resource planning
- **Workflow & Task Management Platforms** — SOP-based task tracking, productivity monitoring, project coordination and operational follow-up
- **Travel & Airline Technology** — Galileo CRS, Amadeus, Sabre and Sky Speed
- **HRIS & Internal Systems** — HRIS, ITDT and enterprise internal platforms
- **Data Governance & Process Controls** — Data accuracy, compliance, audit readiness, reporting governance, process controls and operational risk management
- **Digital Transformation & Technology Integration** — CRM integration, AI-enabled customer support, workflow optimization and technology-driven CX improvement

PROFESSIONAL EXPERIENCE

JOBBERS.IO AND FREELANCER.COM

CX & AI PROJECT LEADER | REMOTE |

Jan 2025 – Present

- Managed multi-client operations across **voice + non-voice** processes, ensuring end-to-end service delivery, productivity, and quality compliance.
- Maintained **Service Level (SL) consistently above 95.5%** through RTA monitoring, queue control, workforce coordination, and schedule adherence tracking.
- Owned **KRAs/KPIs: SLA/SL, AHT, FCR, QA, CSAT, Escalation TAT, Shrinkage, Schedule Adherence, Backlog, Attrition, and Productivity.**
- Led daily huddles, weekly performance reviews, and monthly governance calls with clients and stakeholders.

- Built MIS dashboards and governance reporting decks to track performance trends, root causes, and operational bottlenecks.
 - Implemented SOPs, escalation frameworks, and RCA-based improvements to reduce repeat contacts and improve customer experience.
 - Conducted agent/SME coaching, side-by-sides, training refreshers, and performance improvement plans (PIPs).
 - Coordinated with QA teams for calibration, audit compliance, and continuous quality improvement.
 - Improved operational efficiency through better utilization, shrinkage control, and productivity optimization (confidential).
 - Supported hiring, onboarding, scheduling, and operational readiness for new project launches and process transitions.
-

IGT SOLUTIONS PVT LTD

TEAM LEADER – OPERATIONS | INDIGO – CUSTOMER EXPERIENCE (CX LOB)

April 2024 – December 2024

- Managed a team of 40 Customer Experience agents and 6 SMEs across mail and voice functions, ensuring SLA achievement, quality compliance, and customer satisfaction.
- Owned key KPIs including **SLA, AHT, FCR, QA, CSAT, Escalation TAT, and productivity**.
- Achieved a **15% reduction in Average Handling Time (AHT)** by optimizing call flows, queue handling, and agent workflows.
- Maintained **First Call Resolution (FCR) above 85%** through targeted coaching, knowledge management, and process improvements.
- Ensured **100% adherence to airline policies and audit standards**, consistently exceeding compliance targets.
- Developed and maintained performance dashboards providing real-time visibility of KPIs and enabling proactive performance management.
- Led RCA discussions, corrective action planning, and process improvement initiatives to reduce repeat contacts and improve service quality.

Process Management:

- Oversaw end-to-end customer service operations from first contact to resolution, ensuring a seamless customer experience.
- Implemented standardized operating procedures (SOPs) for handling complaints, escalations, and service recovery.
- Monitored and analysed KPI trends to identify operational gaps and improvement opportunities.

Project Highlights:

- Led a call flow optimization initiative resulting in lower AHT and improved service efficiency.

- Developed and implemented a CX training program focused on FCR, QA, compliance, and customer experience improvement.
-

TEAM LEADER – OPERATIONS | AIR INDIA (VOICE & NON-VOICE)

August 2023 – April 2024

- Supervised a team of 70 members (55 voice agents + 15 backend associates for audit/chargeback), ensuring high productivity, SLA compliance, and quality delivery.
- Improved SLA adherence by 20% through structured tracking mechanisms, real-time monitoring, and proactive escalation management.
- Managed customer escalations and service recovery to minimize negative impact on CSAT.
- Conducted governance calls, daily huddles, weekly reviews, and monthly reporting for performance transparency.
- Implemented quality review frameworks and calibration sessions to strengthen QA performance and compliance.
- Strengthened workforce discipline through adherence tracking, shrinkage control, and productivity improvement.

Process Management:

- Managed the escalation process and ensured timely resolution of complex customer issues.
- Established and monitored SLAs to ensure timely service delivery and customer satisfaction.
- Conducted quality audits to identify performance gaps and drive coaching plans.

Project Highlights:

- Introduced SLA tracking and quality review frameworks to enhance service delivery.
 - Developed a structured escalation handling framework, improving resolution timelines and customer satisfaction.
-

TEAM LEADER – OPERATIONS | FLIPKART TRAVEL & CLEAR TRIP GDS

February 2022 – August 2023

- Oversaw a team of 60 agents handling travel bookings, refunds, modifications, and GDS support, ensuring consistent service delivery and compliance.
- Maintained 99% accuracy in booking and refund processing, minimizing errors and improving customer trust.
- Achieved 95% compliance with service delivery standards, SOPs, and quality guidelines.
- Coordinated with client POCs and stakeholders to resolve issues and implement feedback-driven improvements.

- Monitored productivity, backlog, and quality performance, driving continuous improvement through coaching and RCA.

Process Management:

- Managed booking, refunds, and reissue processes to ensure accuracy and efficiency.
- Provided GDS support including fare calculation, ticketing, and policy adherence.
- Collaborated with client stakeholders to address service gaps and improve customer experience.

Project Highlights:

- Implemented feedback-based improvements that increased efficiency and reduced repeat errors.
-

TEAM LEADER – OPERATIONS | AIR INDIA (FARE DESK & CHARGEBACK)

April 2020 – February 2022

- Led a team of 36 agents (28 Fare Desk voice + 8 backend chargeback associates) managing critical airline fare operations and dispute handling.
- Improved resolution time by 15% through targeted training, SOP improvements, and workflow optimization.
- Reduced chargeback-related revenue losses by 10% through dispute prevention, enhanced documentation, and improved dispute resolution strategy.
- Maintained high QA performance and ensured compliance with airline policies and process guidelines.
- Delivered coaching, refresher training, and structured knowledge updates to improve accuracy and reduce errors.

Process Management:

- Managed fare desk operations including ticketing, reissues, fare rules, and customer support.
- Oversaw chargeback dispute handling, escalations, and revenue loss prevention.
- Developed training plans, SOPs, and quality checklists to improve performance and accuracy.

Project Highlights:

- Reformed the chargeback dispute process and established SOPs to reduce revenue leakage.
 - Designed and delivered training modules improving team accuracy and productivity.
-

ASSOCIATE – OPERATIONS | AIR INDIA (DOMESTIC & INTERNATIONAL)

August 2019 – April 2020

- Handled inbound/outbound customer support for reservations, booking modifications, cancellations, refunds, and reissues.

- Supported chargeback/dispute-related documentation with focus on CSAT, accuracy, and policy compliance.

EDUCATION & CERTIFICATIONS

- **Registered Trainer** – Skill India Digital Hub (SIDH) (TR688902)
- **Diploma in Travel & Tourism Management** – Skylark Institute of Travel
- **12th Grade** – CBSE Board (2018)
- **10th Grade** – CBSE Board (2016)

CERTIFICATIONS & TRAINING

Strategic upskilling across Leadership, Customer Experience, Generative AI, Project Management, and Process Excellence to drive operational performance and measurable business impact.

- **Lean Six Sigma White Belt** | Council for Six Sigma Certification (CSSC) | 2026
- **Certified Expert in Leadership**
- **#1 Rank in India — Customer Loyalty & AI Ethics** | Thinkers360
- **Certified in Customer Experience Leadership & Strategic Service Excellence**
- **Certified in Agile Project Management & Adaptive Leadership Practices**
- **Career Essentials in Generative AI** | Microsoft & LinkedIn
- **Microsoft 365 Copilot for Work** | Microsoft & LinkedIn
- **Ethics in the Age of Generative AI** | Microsoft & LinkedIn
- **AI Literacy for Everyone** | Microsoft & LinkedIn
- **Effective Leadership** | HP LIFE (HP Foundation)
- **Fundamentals of Agile Project Management** | Project Management Institute (PMI)
- **Fundamentals of Predictive Project Management** | Project Management Institute (PMI)
- **Certificate in Travel & Tourism** | Skylark Institute of Travel
- **Destination Training — Jordan & Orlando** | Think Strawberries

- **Orlando Destination Training** | Think Strawberries
 - **Certificate of Achievement — Project Disha** | 2019
-

KEY PROJECTS MANAGED

- **CX & Operational Transformation:** Redesigned customer support workflows and call flows to improve SLA, AHT, FCR, productivity, and overall customer experience.
- **AI & Automation Enablement:** Identified repetitive service activities and introduced AI-assisted workflows and automation opportunities to reduce manual effort, improve response speed, and strengthen operational consistency.
- **CRM & Digital Experience Optimization:** Supported CRM and internal-tool integrations to streamline customer journeys, improve agent workflows, reduce manual errors, and enhance resolution effectiveness.
- **Escalation & Service Recovery Framework:** Established structured escalation tracking, ownership, and root-cause practices to accelerate resolution, strengthen customer recovery, and prevent recurring issues.
- **CX & Leadership Capability Building:** Designed and delivered training and coaching initiatives focused on FCR, QA, compliance, customer communication, service excellence, and people development.
- **Process Excellence & Governance:** Led RCA, CAPA, SOP enhancement, and continuous-improvement initiatives to identify operational gaps, improve efficiency, and strengthen process controls.
- **Performance & Executive Governance:** Built KPI dashboards and reporting frameworks covering SLA, AHT, FCR, CSAT, productivity, and operational trends to support WBR, MBR, and QBR decision-making.
- **Thought Leadership & Authoring** — Author of *THE BRIDGE YOU BECOME: Becoming the Leader Others Remember*, focused on leadership, trust, integrity, and people development.
- **Customer Journey & VOC Transformation:** Analyzed customer feedback, sentiment, and recurring pain points to translate Voice of Customer insights into practical process and experience improvements.

- **Cross-Functional Project Leadership:** Partnered with Product, UX/UI, Logistics, Marketing, Technology, and Operations teams to deliver customer-centric initiatives and business transformation projects.
 - **AI + Human-Centric CX Strategy:** Focused on using AI to remove repetitive work while preserving human judgment, empathy, accountability, and trust across the customer experience.
-

PROCESS EXPERIENCE

IGT SOLUTIONS PVT LTD

- **Air India (Domestic & International):** Reservations, customer support, fare desk queries, chargebacks, and dispute resolution.
 - **Flipkart Travel:** Customer experience operations for bookings, refunds, and modifications.
 - **ClearTrip GDS:** GDS-based booking support, fare calculations, and client servicing.
 - **Indigo CX (Customer Experience):** Escalations, service delivery, team performance, and quality compliance.
-

LANGUAGES

- Hindi – Fluent
 - English – Proficient
-

HOBBIES & INTERESTS

- Sports & Fitness
- Travel Industry Trends & Innovations
- Leadership & Professional Development

PERSONAL DETAILS

- Date of Birth: 16 October 2000
- Marital Status: Single
- Passport Number: U5498757

DECLARATION

I hereby declare that the above information is true and correct to the best of my knowledge and belief.