

Sehar Brar

CRM Business Analyst

Profile

Detail-oriented CRM Business Analyst with 2 years of experience in leveraging data-driven insights and customer relationship management strategies to optimize business processes. Skilled in analyzing and improving CRM systems, utilizing data analytics, and enhancing user experience to boost customer satisfaction and revenue growth. Adept at collaborating with cross-functional teams and implementing innovative solutions to maximize efficiency and achieve business objectives.

Employment History

CRM Business Analyst at Cognizant Technology Solutions, KY

May 2023 - Present

- Successfully implemented a CRM system for a major client, resulting in a 25% increase in customer satisfaction and a 15% increase in sales within the first year of deployment.
- Streamlined the CRM data migration process for a large-scale project, reducing the overall project timeline by 20% and saving the client an estimated \$100,000 in labor costs.
- Collaborated with cross-functional teams to develop and implement a customized CRM solution for a Fortune 500 company, leading to a 30% improvement in lead conversion rates and a 10% reduction in customer churn.
- Conducted in-depth CRM system training for over 200 end-users across multiple departments, increasing user adoption by 50% and improving overall efficiency in managing customer relationships.

Associate CRM Business Analyst at Humana Inc., KY

Sep 2021 - Apr 2023

- Implemented a CRM system upgrade for Humana Inc., resulting in a 20% increase in customer satisfaction scores and a 15% reduction in average call handling time for customer service representatives.
- Streamlined data integration processes between the CRM system and other internal applications, leading to a 30% improvement in data accuracy and a 25% reduction in manual data entry tasks for sales and support teams.
- Developed and delivered comprehensive CRM training programs for over 200 employees across various departments, leading to a 35% increase in CRM adoption rates and a 10% boost in overall team productivity.

Education

Bachelor of Science in Business Analytics at University of Kentucky, Lexington, KY

Aug 2016 - May 2021

Relevant Coursework: Data Analytics, Business Intelligence, Database Management, Statistical Analysis, Predictive Modeling, Data Visualization, Machine Learning, Decision Analysis, Optimization, and Project Management.

Details

sehar.brar@gmail.com

(207) 593-7881

123 Maple Street, Lexington, KY 40507

Links

[linkedin.com/in/seharbrar](https://www.linkedin.com/in/seharbrar)

Skills

Salesforce



Microsoft Dynamics



HubSpot



Zoho CRM



Tableau



Power BI



SQL



Languages

English



Dutch



Hobbies

Analyzing data trends and patterns

Reading about emerging technologies in CRM systems

Attending industry-related conferences and workshops