

# SHUBHAM KAWADE

## Workforce Management Specialist

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### SUMMARY

Data-Driven Workforce Management Specialist & MSc Distinction Graduate With a versatile background spanning high-pressure logistics, corporate administration, and frontline customer support, I offer a unique perspective by bridging the gap between technical workforce management and the human element of service delivery. Expert in Real-Time Adherence and Strategic Resource Allocation, I have progressed from managing complex administrative workflows and customer interactions to optimizing large-scale operations for major UK brands like DPD. Highly proficient in Advanced Excel for trend forecasting and incident management, I ensure every staffing decision is backed by data while maintaining the high standards of customer excellence developed early in my career

### EXPERIENCE

#### Workforce Management Specialist | DPD Group | Birmingham, UK (Hybrid) | March 2024 – Jan 2026

- **SLA Optimization:** Managed multi-channel service segments (Phone, Email, Chat) to ensure all response times and service levels met or exceeded operational KPIs.
- **Intraday Management:** Executed real-time schedule adjustments and staff reallocations based on live volume fluctuations to maintain peak productivity.
- **Incident Leadership:** Served as the primary lead for incident management, implementing rapid recovery strategies during system outages or unexpected volume spikes.
- **Strategic Reporting:** Developed automated daily operational logs and adherence summaries in Excel, providing senior management with data-driven insights for long-term planning.

#### Administrator / Customer Service Representative |Sigma Connected | Birmingham, UK | October 2023 – March 2024

- **High-Volume CRM Management:** Processed complex client interactions across multiple channels while maintaining 100% data accuracy within the CRM system.
- **Operational Enhancement:** Identified and analysed service trends to propose workflow improvements that streamlined internal team operations.
- **Technical Troubleshooting:** Provided Tier 1 technical support for platform issues and collaborated with IT departments for system testing and deployment.
- **Compliance & QA:** Conducted detailed audits of customer accounts and monitored interactions to ensure strict regulatory compliance and high satisfaction scores.

#### Sales Administrator | SPAR Retail | Birmingham, UK | January 2023 – June 2023

- **Contract Lifecycle Management:** Oversaw the end-to-end documentation for sales, including purchase orders and contracts, ensuring 100% corporate compliance.
- **Cross-Functional Optimization:** Acted as a key liaison between Finance, Logistics, and Sales departments to accelerate order fulfilment cycles.
- **Data-Driven Forecasting:** Utilized technical analytical tools to track sales KPIs and provide accurate forecasting for regional strategic guidance.
- **Inventory Integrity:** Performed daily reconciliations of sales records against warehouse logs to identify and resolve inventory variances immediately.

- **Service Excellence:** Delivered premium customer experiences through expert product knowledge and personalized recommendations.
- **Inventory Standards:** Maintained high-quality replenishment standards and strict date-rotation (FIFO) protocols to ensure product freshness.
- **Digital Integration:** Utilized in-store technology and the Sparks app to optimize stock management and enhance the digital shopping journey.
- **Waste Mitigation:** Contributed to food profitability by meeting daily sales targets and managing queue times to improve operational throughput.

## EDUCATION

### **Birmingham City University | Sep 2022 — Nov 2023 | Birmingham, United Kingdom**

- Masters of Science Business Management and Entrepreneurship  
Awarded with Distinction

### **HV Desai College, Pune, India | June 2017 – Nov 2020**

- Bachelor of Business Administration (BBA)  
Graduated with Honors

## SKILLS

### **TECHNICAL & OPERATIONAL EXPERTISE**

- **Real-Time Management:** Expert in intraday monitoring and Real-Time Adherence tracking using Genesys Cloud to maintain a service level agreement.
- **Strategic Resource Allocation:** Proactively reallocating staff across multi-channel segments (Phone, Email, Chat) based on live demand fluctuations
- **Advanced Data Analytics:** Highly proficient in Advanced MS Excel for trend forecasting and building automated performance dashboards
- **CRM Management:** Expert in managing high-volume client interactions and data integrity within **Salesforce**, ensuring 100% accuracy.
- **Operational Reporting:** Developing automated daily operational logs and adherence summaries to provide data-driven insights for senior leadership

## CERTIFICATIONS AND LICENSES

### **The Institute of Customer Service UK**

(A training programme for professionals that are committed to deliver excellent customer service)

Successfully completed | Score: First class

Date: 24 Oct 2024