Ramamuni Suman Sharma

Independent Advisor | Commercial Performance, Customer Experience & Operations

I help businesses improve conversion, margins and operational performance.

I work with business leaders to identify where performance is leaking, fix the operating model behind it, and build the processes, measures and accountability needed to sustain improvement.



20+
Years in customer service and operations

68% → 85%
Customer satisfaction improvement

8% → 25%
Enquiry-to-order conversion

15% → 51%
Customer Satisfaction Index in 3 months

About

I began my career as a tool room engineer and have spent more than 20 years working across customer service, customer experience and business operations.

My experience spans large-format retail, consumer durables and home improvement, including building service operations from the ground up, improving customer satisfaction and conversion, and creating operating models that support growth.

Today, I advise business leaders on improving commercial performance by fixing the processes, service models, performance measures and accountability behind it.

Selected Impact

01

15% → 51% Customer Satisfaction Index

Transforming customer experience in service operations

Godrej Appliances | Hyderabad

Led customer service and operational improvement initiatives, increasing the Customer Satisfaction Index from 15% to 51% within three months.

02

8% → 25% Enquiry-to-Order Conversion

Shifting from B2B to B2C high-end retail

Home-improvement business

We shifted the business from a B2B experience-centre model to B2C high-end retail, and enquiry-to-order conversion increased from 8% to 25%.

03

20% → 42% Conversion in 3 Months

Introducing at-home planning

Global home-furnishing retailer

We introduced an at-home planning service for customers, increasing conversion from 20% to 42% within three months.

> *"Growth should improve performance, not multiply operational problems.*

Advisory Services

START HERE

Business Performance Diagnostic

Paid engagement | 2 to 3 weeks

Identify where conversion, service economics or operational execution is underperforming. Assess customer journeys, processes, performance measures and ownership to prioritise the highest-value improvement opportunities.

Deliverables: Performance-gap assessment, prioritised opportunities, and an action roadmap with measures and accountability.

Improvement Sprint

Fixed-scope project | 6 to 8 weeks

Address a defined operational or customer-experience problem and establish the processes and measures required to sustain improvement.

Growth & Launch Advisory

Project-based | 10 to 12 weeks

Prepare operating processes, service readiness, performance measures and accountability for a launch, expansion or transformation.

Fractional COO / Customer Operations Leadership

Ongoing advisory | Minimum 6 months

Provide part-time senior leadership to strengthen operating performance, establish a working rhythm and hold teams accountable for agreed outcomes.

Credentials

PMP
Project Management Professional

IIBA
Business Analysis Certification

Product Management
SP Jain

PG Diploma in Management
Welingkar Institute

Senior Management Programme
ISB, expected March 2027

Let's discuss your business challenge.

connect@bhaswatiservices.com

linkedin.com/in/rsumansharma

Book a 30-minute conversation
calendly.com/sumanrsharma/30min

Hyderabad, India