

SOURAV KARMAKAR

Customer Success Manager

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PROFILE

CSM with 8+ years in SaaS, driving retention and expansion across mid-market and enterprise accounts. Consistent track record of >\$35K quarterly upsell at Heap and managing \$50K+ ACV portfolios. Background in AI chatbot automation, product analytics, and API implementation gives me a technical edge that most CSMs lack.

SKILLS

- Renewal Management
- Flow/User Journey Building
- JSON API Implementation
- Tools: JIRA, Gainsight, SFDC, Tableau, Catalyst, Hubspot, Zendesk
- Technical Consulting
- Hands-on with different Bot Platforms
- Project Management
- SQL, REST APIs, Heap Analytics
- Methodologies: MEDDIC, QBR frameworks, VOC programs

EXPERIENCE

CUSTOMER SUCCESS MANAGER



Heap by Contentsquare

July 2023 - Present

- Maintained 87% net revenue retention across a \$3.2M portfolio of 80+ MM & enterprise accounts
- Conducted QBRs & Success Planning with High Value Customers
- Generated \$140K+ in upsell revenue in FY2025
- Partnered with AEs & PMs for cross-functional support
- Tools used- Gainsight, Catalyst, Tableau, Marketo, SFDC

SR. ONBOARDING SPECIALIST



Freshworks Inc

June 2022 - June 2023

- Chatbot Project Implementation for Freshchat
- Onboarded 50+ customers (UK & US region) in FY 2022
- Average CSAT score of 9/10 within the SLA
- Automation use-case mapping & API Implementation for integrations
- Tools used- Zendesk, Freshdesk, Kantata, Postman

CUSTOMER SUCCESS MANAGER



Harmonize

Oct 2019 - Jun 2022

- Onboarded 40+ customers with an average time-to-value of 3 weeks
- Demonstrated ROI through quarterly business reviews, contributing to 78% renewal rate of HR Technology
- Implementing Product Onboarding & App Trainings for their time tracking product
- Tools Used: Stripe, Freshdesk, Hubspot, MySQL

KEY ACCOUNT MANAGER



Leena AI

Jul 2017 - Oct 2019

- Built user journeys for chatbot automation on HCM Solutions
- Reduced churn by 25% through proactive EBRs and monthly health check cadences
- Generated revenue by up-selling product sub-sets & feature add-ons for HRMS systems
- Product consultant for the unified dashboard for CHRO's

CERTIFICATIONS

Contentsquare Certified
January 2024

EDUCATION

PGDM | MARKETING MANAGEMENT

Indian Institute of Planning & Management

2012 - 2015