



Rutvik Panchal

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Summary

Purpose-driven strategy professional with 5+ years of experience in executing growth initiatives across functions. Proven track record of translating strategic insights into scalable solutions through product innovation, analytics and stakeholder management

Professional Experience

Senior Manager – Consulting and Analytics, Central Strategy Team | ICICI Lombard | Mumbai

- Led expansion of product portfolio into Agency markets, to strengthen engagement of CEO-Club partners in two-wheeler markets, driving ~INR 70 Mn incremental annual revenue.
- Designed workflow and GTM strategy for AI-based renewal calling bot to reduce tele-caller dependency and improving overall customer connectivity by 15%.
- Partnered with BCG to identify high-potential low-performing dealerships and develop customer touchpoint metrics, driving a 2% increase in portfolio retention (~₹130 Mn in incremental revenue).
- Enhanced departmental processes by implementing Hub-and-Spoke model, optimizing client-to-consultant ratio from 28 to 45, reducing manpower costs by 19%.
- Formulated retention guidelines to reduce intra-vertical customer leakage between channels, sustaining product usage in the core Two-Wheeler Motor vertical while enabling expansion into Agency and Broker verticals.
- Crafted a digital awareness journey for first-renewal customers to address structurally low retention, increasing conversions by 2.5% while reducing manual calling costs by 8%.
- Collaborated with the underwriting team to design upsell strategies by bundling add-ons with base policies and refining the payment journey UI, increasing average ticket size of online renewal policies by 6% (~₹26 Mn incremental revenue).
- Developed a portfolio-level tracking process to reduce Cost of Acquisition (COA%) across activated channels in the two-wheeler motor vertical, reducing COA by ~0.5%.
- Eliminated channel partners' dependency on manual data uploads by integrating the CRM with the organization's core system, reducing the data gap from 7% to 1.5% (~₹80 Mn in incremental revenue).
- Identified growth levers in emerging markets to shift customer acquisition from manual intervention to online channels, improving top-of-funnel CTR and achieving 40% conversion on clicked leads (~₹16 Mn in incremental revenue).
- Led a 4-member consultant team as the department's intelligence centre, driving retention strategy across 1,200+ clients.

Senior Consultant and Analyst, Central Strategy Team | ICICI Lombard | Pune

- Developed a novel method of lead prioritisation based on year-over-year customer behaviour, reducing the number of targeted leads by 30%, saving ~INR 4 million in manpower costs.
- Automated KYC for renewal customers and restructured the pre-payment KYC flow for rollover customers using stage-wise funnel analysis, reducing manual post-payment support while generating ~₹10 Mn in incremental monthly revenue.
- Reduced click to call lag from 30 to 10 minutes by redesigning inbound acquisition processes, reducing drop-offs from delayed follow-up and increasing revenue collections by 12% (~₹180 Mn annual revenue).
- Devised dynamic SMS flow by merging vehicle service schedule with insurance purchase behaviour, reducing costs by ~12% , saving ~₹14 Mn annually, against a marginal of 0.15% dip in conversions.
- Designed KPI metrics for 80+ consultants, aligning regional execution with corporate retention strategy.

Consultant and Analyst | ICICI Lombard | Remote

- Advised dealership principals on customer retention opportunities using CRM analytics, translating customer behaviour insights into targeted success initiatives.
- Identified regional retention gaps and designed incentive mechanisms to improve customer retention by 6%, generating ~₹21.6 Mn in incremental revenue.
- Automated SQL-based reporting and dashboards to replace manual client-level reports, reducing reporting dependency and cutting manpower costs by 15%.

Education

Bachelor in Technology, Mechanical Engineering - Nirma University | Ahmedabad

Accomplishments and Awards

- Highflier Certificate, 2025 , ICICI Lombard – One of the top performers across 14000+ employees.
- Highflier Certificate, 2024 , ICICI Lombard – One of the top performers across 14000+ employees.

License & Certifications

- Minor in Finance, Nirma University.
- Advanced Business Analytics, University of Colorado Boulder.
- Statistics for Business Analytics and Data Sciences.
- Lean Six Sigma Yellow Belt, Gerald India.
- Diploma in Purchase and Supply Chain Management, Ahmedabad Management Association.
- Sales Excellence, Ahmedabad Management Association.
- Essential of Peoples Management, Ahmedabad Management Association.

Co/Extra-curricular

- Trinity Certified Drummer, Grade 3
- Karate Brown Belt Practitioner
- Himalayas Summiteer – Roopkund Peak, 16000 Ft.