

Naresh Muppalla

Customer Success Manager • B2B SaaS • Conversational AI

Bengaluru (hybrid / remote)
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SUMMARY

Customer Success Manager with about 4 years in customer-facing SaaS roles. I own a portfolio of 42 D2C brands on a WhatsApp conversational-AI platform. I take brands from setup to go-live, configure their AI agents and integrations, and use conversation data to fix what isn't working. I build my own AI workflows with Claude, GPT, Sim Studio and Langflow, and I'm technical enough to debug APIs in Postman and trace issues in the codebase.

EXPERIENCE

Customer Success Manager • BusinessOnBot

Dec 2025 - Present

WhatsApp AI agents & conversational commerce for D2C brands • Bengaluru

- **Portfolio:** own 42 D2C brands from onboarding and setup through go-live and daily success, on custom-built and Shopify stores.
- **AI agent setup:** configure and launch WhatsApp AI agents in Sim Studio and Langflow (prompts, flows, guardrails, tool calls). Guardrails written for 9 brand bots.
- **Conversation review:** Python script that cleans exported chat logs and removes test traffic, plus an LLM review prompt to find where agents fail.
- **Root-cause fix at scale:** phone-gated coupon codes were showing in Google results across 82+ brands. Traced it in the codebase, proposed the fix and raised the PR.
- **Integrations:** debug API issues and test messaging APIs (RML, 360dialog) in Postman; keep per-brand API test files.
- **Voice of customer:** brand issues become Jira bug, feature-request and product-feedback reports; repeated issues tracked across brands.
- **Team & knowledge:** lead a 4-person support team since July 2026. Own the knowledge base; built the public help centre and the internal SOP KB.

Customer Success Engineer • TCS (client: Trellix)

Feb 2023 - Apr 2025

Enterprise cybersecurity SaaS • Bengaluru

- Guided enterprise B2B customers through onboarding, configuration and product usage over email, chat and phone, within SLAs.
- Handled security issues (MFA, permissions, data privacy) and coordinated with SecOps, DLP and Endpoint teams during incidents.
- Escalated issues to engineering with structured details and kept ownership until resolved. Fed recurring pain points back to product.

Technical Support Engineer • TCS

Dec 2021 - Jan 2023

- Troubleshoot customer technical issues, escalated complex cases to engineering and documented resolutions.

SELECTED BUILDS

ShopatLLMs • AI commerce product

BOB Ads • Company marketing site

BoB Operations Manual • Internal knowledge base

BOB Orbit • Ad-tech concept & site

Black Soil Native Foods • Shopify store

Vibe With Yoga • Studio website

Ankitha Jain Portfolio • Portfolio for a client

CUSTOMER SUCCESS

Portfolio ownership, onboarding & go-lives, product configuration, account health, escalations, root-cause analysis, playbooks & KB

AI & TECHNICAL

Claude, GPT, prompt & guardrail design, Sim Studio, Langflow, REST APIs, Postman, Python (basic), Shopify, Astro, front-end web

TOOLS

Jira, Freshdesk, Zendesk, Salesforce Service Cloud, Confluence, Google Workspace, Excel

EDUCATION & COURSES

BCA (Computer Applications), St. Philomena's College, Mysore • 2016 — 2020

CSM Fundamentals (CustomerSuccessU) • Generative AI for Customer Success (Coursera) • 2025

Languages: English, Hindi, Kannada, Telugu, Tamil • Malayalam (conversational)