

## JOB DESCRIPTION

<b>Position/Designation</b> : Dy. General Manager – Customer Care	
<b>Department</b> : Marketing, Sales Customer Care	<b>Cell</b> : Customer Care
<b>Location</b> : Corporate Office	<b>Reports To</b> : General Manager – Customer Care

**Job Purpose:**

A key member of the Lodha Customer Care team, the role holder will need to straddle various customer care activities i.e. like inbound calls, make outbound calls, meet and manage customer face to face, handle back end paper work, etc. The key is that the person should be flexible to handle any or multiple activities at one point in time. While there will be utmost care in arranging a roster to nurture focused excellence in each area, the staff may have to be flexible in availability and 'will' for change in activities.

### Job Duties and Responsibilities

The broad components of the role are:

- Service Design and delivery
- Creating a roadmap to an extraordinary customer experience – Organization structure design to process ownerships & hand-offs
- Service Design to ensure consistency across touch-points: At the Sales Office / premises, At Customer's Home/ Office, on the phone / via email / SMS / any documentation.
- Creating and administering SOPs / checklists for all touch-points, processes, and activities
- Build a team that goes the extra mile to ensure customer delight
- Tracking Customer Satisfaction and maintaining the high service quality standards - Consistency in experience backed up by constant monitoring and necessary enhancements
- Conducting daily departmental briefings and providing inputs for improvement.
- Designing daily work flows for each team member for both peak and non-peak days
- Identifying low performance areas and developing strategies to improve on the same.

**Business Process Re-engineering:**

- Contributing in scaling up and reengineering the operations of the customer care function to match the growing business need & consumer expectations
- Design of optimum team structure with a view on specialization & operational efficiencies
- Competitive benchmarking for evaluating best practices, and their implementation.
- Enabling operational efficiencies by the infusion and adoption of relevant, customized technology solutions

**Relationship Management:**

- Responsible for all the consumer touch points, from the time of sale to the handover of the residence
- Man Management – Providing leadership to a team of customer care associates & executives
- Identifying and developing talent within the group for additional responsibility and growth
- Ensuring quality of customer interactions through monitoring of relevant metrics
- Ensuring high standards of service delivery & query resolution within specified TATs Acting as the customer's escalation point for business critical support issues

**Transactional Process:**

- Management of collectibles from customers and ensuring achievement of collection targets
- Enabling processes that provide accurate documentation to customers for their transactions
- Co-ordination and Liaisoning with internal stakeholders to ensure resolution of queries

## JOB DESCRIPTION

- Maintaining low complaint escalation and customer cancellation percentages
- Maintaining a high (90%-100%) level of revenue assurance from assigned projects

### **MIS & Financial Products:**

- Ensuring adoption of standardized MIS procedures
- Centralized recording and analysis of booking trends across segments, feeding into management decisions on pricing and product
- Design of financial products with financial institutions, based on specific project requirements, to enable the home buying process

### **Interdepartmental coordination**

- Understanding and adhering to Inter-departmental dependencies and defining hand-offs and SLAs

### **Training and development**

- Identify training needs among team members to ensure all rounded development of individuals
- Succession planning and manpower planning based on number of customers added per month

### **Interactions**

- **Internal Interactions:** Marketing, Sales, Customer Care, Finance, Home Loan Services, Legal etc
- **External Interactions:** Clients

### **Job Requirements**

Educational Qualification	:	Graduation any stream
Work Experience	:	7+ years
Special Requirements	:	Should have some exposure in customer centric roles
Key Competencies	:	Team Management, managing complexities & problem solving and analytical