



Ref No : DGM/2/CC

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Date : 28<sup>th</sup> July 2011

## JOB DESCRIPTION

Prepared by : CC

Approved by : CC/TC

<b>Position/Designation</b> : DGM-CRM Planning	
<b>Department/function</b> : Marketing, Sales, CC	<b>Sub function</b> : Customer Care
<b>Location</b> : Corporate Office	<b>Reports To</b> : Vice President
<b>Peer To:</b> : GM	<b>Direct Reports</b> : <input type="checkbox"/> No

### Job Duties and Responsibilities

#### Accountabilities and Activities

**Line function responsibility:**

Will handle the post-sales process for a medium sized project of Lodha – expectations would be to raise the bar of service levels, through in-depth understanding of the consumer’s needs & value addition to the existing 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 Liasoning with internal stakeholders to ensure resolution of queries

**Developmental activities:**

In addition to the operational role, given his background, the associate will be a key member of the planning sub-function within customer care, which is responsible for:

**Marketing and post sale brand management:**

Responsible for extending the brand to all the consumer touch points, from the time of sale to the handover of the residence

Expectations would be – enhancement of existing collateral and creation of new collateral in line with brand guidelines to ensure accurate expectation setting, May involve redesign of all forms of communication with the client – in content and feel

Evaluating CSat against internal and external benchmarks & usage of the same to continually raise service standards

**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

Competitive benchmarking for evaluating best practices, and their implementation.

Enabling operational efficiencies by the infusion of relevant, customized technology solutions

#### Interactions

- **Internal Interactions**  
Marketing and sales Department
- **External Interactions**  
Vendors

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### **Competencies**

- Should have strong direct marketing flair in his / her current role
- Ability to understand, interpret and re-present numbers
- Excellent Project management skills.
- Excellent oral and written communication skills with outstanding relationship building skills with an ability to liaise with various stakeholders – both upward and downward.

### **Job Requirements**

Educational Qualification : Masters Degree from a Reputed Institute

Work Experience : 3-4yrs