

## Job Description – Service Marketing Executive

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<b>Job Title:</b>	<b>Service Marketing Executive</b>
<b>Department:</b>	Service
<b>Position Type:</b>	Full-time
<b>Reporting To:</b>	CRM
<b>Responsible on absence:</b>	CRE – Service

The service marketing executive will be responsible for business generation at the workshop. He / She will call the customers for their due service, missed service and lost customers.

### Primary Responsibilities

- **Service Marketing: Business Generation**
  - Need to follow company defined standard and procedures while answering calls and delivery messages
  - Follow up customers for service initiation, offer appointments for service
  - Maintain & communicate service appointments for the next day, to relevant role-holders
  - Handle customer queries and escalate concerns to relevant role-holders and ensure that they are closed on time
  - Pitch VAS to customers over the phone
  - Design relevant campaigns with Customer Relationship Manager and Works Manager to increase workshop revenue
  
- **Lost Customer Marketing**
  - Analyze the lost cases of workshop and prepare action plan with CRM, GM service
  - Update details of lost customers in DMS in case of incorrect contact details
  - Carry out customer acquisition as per plan

### Candidate Profile

- **Educational Qualifications:** Graduate / Diploma + customer handling experience
- **Industry:**Auto [2 wheeler preferred], KPO, Call center, Finance & Insurance, Retail, Real Estate & Construction
- **Minimum experience:** 2 years, min 1 year as a telephonic marketing executive in any industry
- **Profile:**customer handling experience, marketing and pitching products over a call, adherence to processes and norms
- **Passions/ Interests:** Passionate about Royal Enfield and motorcycling, owns/ rides one himself

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➤ **Competencies:**

- Customer Relationship Management
- Selling Skills & Market Knowledge
- Technical Knowledge - Service