

Job Description – CRM

Job Title:	CRM
Department:	Service
Position Type:	Full-time
Reporting To:	Dealer Principal
Reporting staff:	CRE Sales, CRE Service and SME
Responsible on absence:	Service Manager

The CRM is the owner for delivering envisaged RE experience to the customer. He/She will be the primary owner of complaints received & ensure closure as per guidelines.

Primary Responsibilities

- **Customer Relationship Management**
 - Conduct internal meetings with the CRE, SME and Sales team to create action plans, allocate responsibilities and set targets to drive customer satisfaction
 - Provide quality feedback and update to the dealership management and the sales team on the overall quality of customer interactions and highlight issues if any
 - Define an overall action plan basis reviews of Customer Satisfaction Index with the Sales and Service team
 - Engage with customers to take feedback especially with ones having low Customer Satisfaction Index scores

- **Complaints Management**
 - Timely resolving customer complaints and taking steps to prevent such complaints in future
 - Track implementation of corrective action and act in case of non-conformance
 - Closing all the customer complaints in CRM-DMS after appropriate resolution

- **Feedback Collection**
 - Monitoring daily, weekly and monthly customer contact process for feedback
 - Diagnose root cause for customer complaints and determine accountability
 - Discuss customer feedback (positive and negative) in daily sales meeting

- **Lost Case Analysis**
 - Prepare an analysis of lost customers [enquiries, test ride, booking] by reason and prepare action plan

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➤ **Generate Service Appointments**

- Monitor the service marketing executives, set calling and appointment generation targets
- Prepare the Service Marketing Dashboard (metrics) and share it with Service Manager / DP

Candidate Profile

- **Educational Qualifications:** Graduate / B.Tech / extensive technical experience
- **Industry:** Auto [4 wheeler preferred], Hospitality, Finance/ Insurance, Retail
- **Minimum experience:** 4-5 years, at least 1 year in Auto Workshop and 1 year in customer facing role
- **Profile:** Extensive experience in managing and leading a team, strong focus on customer experience management
- **Passions/ Interests:** Passionate about Brand Royal Enfield and motorcycling
- **Competencies:**
 - People Management
 - Customer Relationship Management
 - Product Knowledge / Brand Insights
 - Analytical Skills