

Job profile for Customer Care Head

Reporting Structure

Reports to:

- Chief Marketplace Officer

Direct reports:

- Contact Center Head
- Training and Communications Head

Indicative KPIs

- Average issue resolution time
- Average Call Handle Time
- Customer Satisfaction Score
- Call Abandonment Rate
- Cost of call center and training and communication as % of GMV
- Training Satisfaction Score
- Internal rating of training efficiency (Buyer/Seller dept. heads)
- Conversion ratio of training to registration

Key Responsibilities Areas

- Responsible for the day-to-day operations and performance of all customer care and interaction functions including call center(s) operations, walk-in helpdesk, email servicing, escalation points, social media and self-care channels & training of buyers & sellers
- Ensure process excellence - develop structured workflows including L0, L1, L2 support and set service standards
- Determine customer service operational strategies by conducting needs assessments, performance reviews and capacity planning
- Ensure continuous improvement in customer experience management through process & product innovation, analytics, automation, new age service parameters, deep customer insights, people & partner collaboration
- Oversee central training development & operations as well as the communication and feedback strategy for the organization
- Oversee training programs including web-based seminars, online/printed manuals, group sessions, training videos, and FAQs
- Oversee the collection, monitoring and analysis of day to day call-center statistics (call waiting time, call duration etc.)
- Drive training efforts to develop a high performance team with strong understanding of the platform as well as business processes
- Define clear processes of escalation management for grievance redressal and dispute resolution
- Define metrics and KPIs to monitor performance, set goals and measure success of the reporting teams
- Any other responsibility as assigned by the competent authority from time to time

Key Shared Accountabilities

- Support the different departments on participation, feedback, marketing, customer retention and CRM initiatives
- Assist the department heads in designing improvements by providing insights/recommendations basis customer interactions
- Work to drive changes in culture, processes and talent required to build data driven customer care center
- Responsible for personnel management and building a strong innovative organizational culture

Qualifications and Skill Sets¹

Mandatory

- Minimum 13 years experience in call center operations, CRM and outbound communication and feedback with minimum 6 years experience managing teams (min team size of 150 agents)
- Post graduate degree in Management, Engineering, Communications, or related discipline² (top 30 as per current year list)
- Outstanding communication skills, both written and verbal and exceptional “Customer-Focused” mindset
- Strong people and relationship management and leadership skills
- Capability to work in a fast paced high growth environment.

1. GeM selection committee reserves the right to relax or extend the qualifying criteria. Profiles should be continually refined every 2-3 years 2. <https://www.nirfindia.org/2018/ManagementRanking.html> / <https://www.nirfindia.org/2018/UniversityRanking.html> / <https://www.nirfindia.org/2018/EngineeringRanking.html> / <https://www.nirfindia.org/2018/CollegeRanking.html>