

TSM - LCO -Kolkata

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Company: Airtel

Location: India

Category: computer-and-mathematical

Scope of WorkThe DTC(Direct-to-Customer) business aims to leverage 50 million homes opportunity in India by providing simplified services and great and consistent customer experience. Catchment Sales Manager in DTC is a frontline sales role responsible for managing a retail outlet as well as driving broadband business in a dedicated catchment with a team size of 7-12 executives through customer service, market activations, network expansion and stakeholder management. **Expected Deliverables-** •Manage store operations SOPs, handle customer queries and escalations •Drive postpaid business for catchment through walk-in and walkout models •Online Lead Management from Integrated Lead management system •Ensure network expansion and timely installations by coordinating with market planning, marketing and Home Deliver Org •Performance Tracking and governance large off roll team (7 -12) •Understand market demographics and increase market visibility through BTL activities as per customer segments •Drive broadband business, maintain good relationships with residential and market association to drive rollout and generate business •Increase upselling and cross-selling to new and existing customers in catchment **How You'll Succeed-** •Build a culture of serve to grow in stores •Ensure robust planning to start strong •Drive discipline in store and cash compliance •Simplify communication for the field executives to understand •Keep team motivated through team connects, rituals and R&R •Building strong relationships with internal as well as external stakeholders and resourcefulness •Partner Management (in LCO towns) **What It Takes-** •Broadband and network knowledge •Inventory management •Analytical Mindset & basic MS office •Drive for results and Execution Excellence •Ownership •Influencing •Build and maintain relationships

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