

**JOB DESCRIPTION-OPTOMETRIST**

**Title** – Optometrist/Sr. Optometrist

**Reporting to** – Store Manager

**Skip Level** – Areas Operations Manager

**About Lenskart**

With a mission to give India a vision, Lenskart.com is India's fastest growing eyewear company. Lenskart's products include prescription eyewear, branded contact lenses and sunglasses, all equipped with the customers’ eye powers. Backed by IDG Ventures, Unilazer Ventures and TPG Capital, Lenskart has grown its array of services exponentially.

**About the Role**

The role of an Optometrist at Lenskart is different from competing brands and is not limited to only eye check-ups but also includes sales as a critical deliverable. He/she plays a pivotal role in delivering technical expertise through eye-checks, dispensing, and diagnosis as well as selling products, executing stocktakes and SOPs to deliver an exceptional customer experience.

**Responsibilities**

|  |  |
| --- | --- |
| **Area** | **Activities expected to be performed by a Lenskart Optometrist** |
| **Customer focus** | * Optometrist is expected to greet and welcome all walk-in customers and guide them toward the clinic, promoting the free eye check-up. * Basis the eye test and the customer preference, he/she will share the requirements with the Sales Associate or Store Manager to present the customer with an optimal selection of products. |
| **Eye check-up & dispensing** | * During the eye check he/she is expected to thoroughly explain the process and duration to the customer. This opportunity may be used to strike a conversation to build a rapport with the customer and to convert the check-up into sales. * Basis the eye check-up, he/she will share the prescription clearly and educate the customer about single vision and progressive lens, recommending the appropriate lens and/or frames. |
| **Contributing to store sales & SOP adherence** | * Optometrist is expected to achieve the assigned target for sales, eye-check conversion and returns, and follow all assigned SOPs diligently. * Post making the sale, he/she is responsible for coordinating with the customer for product pick-up, after receiving due communication from the warehouse. He/she will verify the accuracy of the lenses fitted before handing over the product to the customer. In case of returns, he/she is expected to understand the reason and try to resolve the same to control the return percentage. * He/she will be involved in stocktakes, maintaining sales floor standards, and other day-to-day tasks to deliver the best shopping experience to the customers. |
| **Store upkeep & maintenance** | * He/she is expected to maintain Lenskart standards of hygiene in the store with respect to the overall display, frames, instruments, and other store equipment by cleaning them regularly. * He/she must ensure the security of all Lenskart equipment. |

**Personal attributes & competencies**

* Minimum qualification: Diploma in Optometry
* Ability to build rapport and trusting relationships
* Ability to understand unstated needs of the customer and offer solutions
* Clear articulation and active listening skills
* Ability to adapt to changing environment and openness to learn
* Proactive task ownership, result-orientation, and customer-orientation
* Ability to multitask and organize activities based on priority