



JOB DESCRIPTION-STORE MANAGER

Title – Store Manager

Reporting to – Area Operations Manager

Skip Level – City/Zonal 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.

About the Role

A Store Manager at Lenskart acts as an important link between strategy and execution. He/she drives the store towards achieving all assigned metrics of Store Sales, Conversions, Customer satisfaction etc. and is responsible for keeping a high level of morale among the store staff, developing them, controlling attrition, and ensuring smooth operations at the store.

Responsibilities

Area	Activities expected to be performed by a Lenskart Store Manager
Customer focus: Driving Net Promoter Score	<ul style="list-style-type: none"> ✚ Greeting customers when they enter store and coaching the team to do the same ✚ Displaying commitment towards providing exceptional Customer Service and ensuring that Lenskart associates also treat Customer Satisfaction as a priority ✚ Dealing with customer service issues such as queries and complaints at store level and ensuring this is consistent with the team ✚ Striving to have long lasting and fruitful relationships with each of our customers
Driving sales vs. plan	<ul style="list-style-type: none"> ✚ Driving the sales of the store to meet the allotted targets by allocating the targets to the staff ✚ Developing a culture of high sales performance expectations, i.e. Sales Leadership ✚ Motivating and inspiring the field team to drive for results ✚ Assessing field capability and establish performance priorities at group level
People development (Attrition Control)	<ul style="list-style-type: none"> ✚ Assisting in recruiting and selecting high potential staff ✚ Providing effective on-the-job training and guidance to team members making use of company training modules ✚ Delivering clear, motivating and constructive feedback in a timely manner to all retail associates ✚ Evaluating the training needs of store associates and working closely with L&D department to execute the developmental plan ✚ Understanding the reasons for attrition and taking measures to control it
Cash & Inventory management	<ul style="list-style-type: none"> ✚ Monitoring cash reconciliation to ensure there is no mismatch of store funds ✚ Ensuring availability of required merchandise and services ✚ Conducting stocktakes regularly ✚ Ensuring the staff at store level has basic understanding of POS System to ensure transactions are properly and effectively processed ✚ Performing the necessary quality checks for the new products ✚ Working very closely with other departments till the product reaches the customer and ensuring the best customer experience to the Lenskart Customer
Supervision	<ul style="list-style-type: none"> ✚ Ensuring that all store employees, including the Optometrist, are taken care of and their issues are resolved ✚ Ensuring that the eye check-ups are conducted as per the SOP and maintain high quality standards

SOP adherence & implementation	<ul style="list-style-type: none"> ✦ Ensuring that all SOPs for retail are implemented successfully and adhered to by store employees ✦ Updating colleagues on business performance, new initiatives and other important issues ✦ Scheduling the team's shift timings to meet the store's business needs and demands ✦ Ensuring staffing levels are adequate to effectively operate the store
Store upkeep & maintenance	<ul style="list-style-type: none"> ✦ Maintaining the store as per Lenskart standards, regularly cleaning the frames and other equipment at the store ✦ Ensuring the security of all Lenskart equipment and that there is no shortage of stock units or damage in the store

Personal attributes & competencies

- ✦ Minimum qualification: Graduate
- ✦ Ability to act as a link between strategy and execution
- ✦ Ability to develop and inspire people to achieve their best
- ✦ Ability to build rapport and trusting relationships
- ✦ Ability to understand stated and unstated needs of the customer and offer solutions
- ✦ Clear communication and active listening skills
- ✦ Ability to adapt to a changing environment and openness to learn
- ✦ Proactive task ownership, result-orientation, and customer-orientation
- ✦ Ability to multitask and organize activities based on priority