

**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. Backed by IDG Ventures, Unilazer Ventures and TPG Capital, Lenskart has grown its array of services exponentially.

**About the Role**

* A Store Manager at Lenskart is responsible for overseeing the daily operations of a store, making sure it runs smoothly and effectively by implementing the standard operating procedures.
* Meeting sales goals by training, motivating, mentoring and providing feedback to store staff. Drive high levels of customer’s service excellence to every aspect of the store, including store appearance, display of merchandise, product placement, selling procedures and after sale services
* He/she drives the store towards achieving all assigned metrics such as customer satisfaction, sales, inventory management, conversion, attrition and team satisfaction.

**Responsibilities**

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| **Area** | **Activities expected to be performed by a Lenskart Store Manager** |
| **Customer focus** | * 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
* Exploring the underlying reasons for recurring customer problems and going the extra mile to find solutions for the same
* Dealing with customer service issues such as queries and complaints at store level and ensure this is consistent with the team
* Striving to have long lasting and fruitful relationships with each of our customers
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| **Driving Sales Performance** | * Driving the sales of the respective store to meet the allotted periodic targets by allocating the targets to the staff wisely
* Cultivating a culture of high sales performance expectations, i.e. Sales Leadership
* Motivating and inspiring field team to drive for results
* Assessing field capability and establish performance priorities at group level
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| **People development**  | * 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
* Assessing 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
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| **Cash & Inventory management** | * Monitoring cash reconciliation to ensure there is no mismatch of store funds
* Ensuring availability of required merchandise and services
* Conducting physical verification of inventory on regular intervals
* 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
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| **Supervision** | * Ensuring that all store employees, including the Optometrist, are taken care of and their grievances are resolved
* Ensuring that eye check-ups are conducted as per the SOP and maintain high quality standards
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| **SOP adherence & implementation** | * Ensuring that all SOPs for retail are implemented successfully and adhered to by store employees
* Updating colleagues on business performance, new initiatives and other pertinent 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
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| **Store upkeep & maintenance** | * Maintaining Lenskart standards of hygiene in the store with respect to the overall display, frames, instruments, and other store equipment by cleaning them regularly.
* Ensuring the security of all Lenskart equipment and ensure there is no shortage of stock units or damage in the store.
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**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 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