

Role Name	Regional Manager-North		
Role Description	To manage the WE service network [owned & franchisee] as per company defined policies and achieve targets given by the company.		
Role purpose	To achieve targets w.r.t. sales (glass and other products & services), network expansion, customer satisfaction (NPS score), payment collection & profitability [EBITDA]. Ensure adherence to centre SOPs, ensure customer relationship, conduct local area promotions, ensure optimum inventory at centres and improve overall business of the company.		
Job Holder			
Responsibilities Heads	KRA (Key Result Areas)	KPI (Key Performance Indicators)	
Sales	Achieve sales targets:		
	- Glass	Actual v/s target	
	- Ancillary Sales (Sales of Wiper/ Vacuuming / Detailing / Battery)	Actual v/s target	
Cost	- No. of business tie-ups	Actual v/s target	
	Ensure profitability [EBITDA] at the centre, area, region and company level	Actual v/s target	
	Centre OPEX within budget	Actual v/s target	
	Payment collection from customers - insurance companies, end customers, corporate / fleet customers etc.	Actual v/s target	
	Manpower productivity	Actual v/s target	
Customer	Ensure optimum inventory at centres	Actual v/s target	
	Identification of cost saving opportunities and achieve the targets	Actual v/s target	
	Ensure NPS as per target	Actual v/s target	
	Customer complaint PPM	Actual v/s target	
	Resolution of customer complaints within defined TAT and implementation of countermeasures	Within defined TAT; as per timelines	
Process	Ensure insurance document submission as per defined TAT	Actual v/s target	
	Ensure forecasting form centres and accuracy of same	Actual v/s target	
	Adherence to centre SOPs - Ensure centre audit score as per target	As per target	
	Conduct team reviews as per plan	As per plan	
	Ensure marketing activities in the catchment as per plan	As per plan	
	Visit customers like insurance fraternity, fleet, corporate customers in the cluster as per plan	As per plan	
Training	Conduct regular training of the team on soft skills, new initiatives of the company etc.	As per plan	
Market feedback	Monitoring and reporting of market trends - industry, competition, practices etc.	As per defined timeline	
REQUIREMENTS			
Knowledge & Skills	Sales, retail operations, insurance process, customer relationship management; Good communication in English, Hindi or / & local language(s); Working knowledge of Microsoft Office including power point presentation	Experience & Package	10-15 years of relevant experience
		Qualification	Post Graduate / MBA
INTERACTION			
Internal	Customers	Other External parties/ Vendors	
All departments of WE	End customers, insurance fraternity, corporates, fleet / travel companies etc.	Glass and other material vendors, landlords, property dealers	