

Job Description

Title: Store Manager-Retail-Exp(4-8 years)-Maharashtra

Reporting to: Area Operations Manager

Skip Level: City/Zonal Manager

Location: Mumbai,Pune,Thane

About Lenskart:

Lenskart.com is India's fastest-growing eyewear company, dedicated to providing customers with prescription eyewear, branded contact lenses, and sunglasses tailored to their eye powers.

About the Role:

As a Store Manager at Lenskart, you're pivotal in driving the store to meet sales, conversion, and customer satisfaction goals. Your focus includes boosting staff morale, developing them, managing attrition, and ensuring seamless store operations.

Responsibilities:

Customer Focus:

- Greet customers upon entry and coach the team to do the same.
- Prioritize exceptional customer service and ensure customer satisfaction is a top priority.
- Handle customer queries and complaints consistently with the team.
- Build lasting relationships with customers and drive sales to meet targets.

People Management:

- Assist in recruiting and selecting high-potential staff.
- Provide on-the-job training and guidance to team members using company training modules.
- Deliver timely and constructive feedback to retail associates.
- Identify training needs and execute development plans in collaboration with the L&D department.
- Implement measures to control attrition and monitor cash reconciliation to prevent discrepancies.

Cash & Inventory Management:

- Ensure availability of merchandise and services.
- Conduct regular stock takes and ensure proper management of POS systems.
- Perform quality checks for new products and ensure the best customer experience.
- Supervise store employees, including optometrists, and resolve any issues.
- Maintain high-quality standards for eye check-ups as per SOPs.

Focus Areas :

Parameter	Optional / mandatory	UNIT	0	1	2	3	4	5	Max Score
Footfall per day	Mandatory	Customers	Void	5-10	10-20	20-40	40-60	More than 60	5
Conversion Rate	Mandatory	%	Void	1-10%	10- 25%	25 - 40%	40 - 60%	More than 60%	5
Revenue / Month (LPA)	Mandatory	Inr LPA	Void	1-5	5-10	10-20	20 - 30	More than 30	5
Quality of work experience	Mandatory	(Rate on a scale of 0 - 5 (5 being highest))	0	1	2	3	4	5	5
Enter description of work experience supporting the rating	Mandatory		Enter Description						
SOP Understanding and compliance	Mandatory	(Rate on a scale of 0 - 5 (5 being highest))	0	1	2	3	4	5	5
Enter Details of how the candidate drives compliance with SOP / Roster in their store?	Mandatory		Enter Description						
Customer Obsession / Handling	Mandatory	(Rate on a scale of 0 - 5 (5 being highest))	0	1	2	3	4	5	5
Enter details of Customer Obsession example shared by candidate	Mandatory		Enter Description						
Team Size	Mandatory	COUNT	0	1-3	3-6	6-9	9-15	More than 15	5
Attrition Rate	Mandatory	%	Void	6-8%	4-6%	2-4%	1-2%	Less than 1%	5
Enter details of team handling / perf management / attrition reduction	Mandatory		Enter Description						