

<b>Position</b>	<b>Head Customer Support</b>
<b>Department</b>	Customer Support
<b>Location</b>	Kolkata
<b>Reports to</b>	Head Sales & Marketing
<b>Reported by</b>	Service & Parts Team

### Role Objective

- To establish the organization as a world class service provider for the range of Port Equipments, Crushers & Screens and the Double Barrel Hot Mix Asphalt plant.
- To be responsible for service and parts operations for the complete Equipment Project Solutions (EPS) business.
- To ensure greater business through parts sales along with parts profitability.
- To review and establish robust business processes with well defined KPIs in line with organizational short term and long term goals.
- To build capabilities across the organization to help achieve the business goals
- To identifies gaps in areas of critical success factors and address such issues with process improvement activities.
- To ensures improvement on productivity and optimum utilization of manpower and other resources.

### Responsibilities

#### Strategic:

- Develops a wide service network is developed through the branches for ensuring enhanced customer satisfaction.
- Assumes responsibilities for increasing long term service agreements with the customers.
- Identify business process KPIs for the service and parts team.
- Analyzes global standards and establishes internal services and parts benchmarks, as suited to the organization.
- Strategizes guidelines for the management of the Operations & Maintenance contracts across the organization.
- Establish customer satisfaction indices and implements the necessary matrices across the organization.
- Develops plans for service training to ensure formulation of world class service organizations hence increasing customer satisfaction.
- Monitors the implementation of the product support strategies throughout the organization.

#### Operational:

- Establishes customer support systems and processes to deliver the desired level of Customer satisfaction.
- Develop Operations & Maintenance team at the site locations for ensuring customer satisfaction.
- Develops standards of Mean Time to Repair (MTTR), Mean Time between Failures (MTBF) and Turn Around Time (TAT).

- Plans and implements CRM throughout the organization.
- Identifies customer loyalty influencers and support the operations to achieve higher customer loyalty.
- Ensures parts revenue generation and parts profitability across the organization.
- Guides the product support managers to execute service camps for improving service level throughout the organization.
- Plans, directs and controls all the service initiatives in the branches for revenue generation and enhancing customer satisfaction.
- Monitors and guides the implementation of the ISO procedure.
- Helps in inventory control by promoting parts sales and modifying the use of non-moving items.
- Monitors efficient Debtors management by monitoring cash flows at various levels and setting mechanism to ensure that there is no blockage.
- Establishes warranty claim procedures and administers the same.
- Develops parts logistics network across the organization for timely availability of parts as and when required.
- Establishes a process of capability development at all operational levels, addressing the critical customer requirements in terms of response, service, machine productivity and availability with lowest operational costs.
- Ensures service contract documentation and administration in coordination with organization legal advisor and circulates the document to the respective Regional Customer Support Managers.

**Financial:**

- Ensures the achievement of revenue generated through service and parts sales as per annual plan to add to the bottom line of the company.
- Ensures that service organization provides better product support revenue which would enable 100% Absorption Rate.
- Adheres to the budget for ensuring cost minimization.
- Ensures optimal manpower costs within the function.

**People:**

- Assumes overall responsibilities to develop, motivate and lead his team and establish mechanisms to groom potential leaders.
- Ensures timely implementation of Performance Management Systems as per guidelines.
- Coordinates with the Principals to understand the required standard level of service competencies and map the same against the present service level of workforce and understand the skill gap.
- Provides inputs to individual developmental plan of all the subordinates and also evaluate the effectiveness of the training provided.
- Ensures that all product support personals take proper behavioural training adhering to the Behavioural calendar published by the KRM dept.

**Internal Interface**

- All related departments

**External Interface**

- Collaborators
- All external customers
- Vendors/Suppliers

**Education**

- B.E/B.Tech in Mechanical Engineering

**Experience**

- 10 - 15 years in customer service out of which at least 5 years must be in Managerial role

**Functional Skills**

- Knowledge of EPS products
- Analytical ability
- Sound product understanding
- Exposure in CRM
- Strategic planning

**Behavioural Skills**

- Strategic Orientation
- Customer Orientation
- Change Management
- Execution Excellence
- Achievement Orientation
- Personal Effectiveness
- Impact & Influence
- Capability Building