

Position	Head – Leads and Call Centre Management (AVP / Senior Manager)
<p>Job Description / Responsibilities</p>	<p>An experienced Call Centre Head with expertise in Lead Management systems and handling call centre especially in Retail Broking Equity, with a strong track record of managing a team of call centre agents. Person should have worked and managed Lead Management and Sales CRM systems.</p> <p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li> <p>• <b>Management of LMS/ Sales CRM:</b></p> <p>Should have hands on experience working with CRM and LMS Should be well accustomed to working of LMS and management of stakeholders (Product and Technology) related to the same.</p> </li> <li> <p>• <b>Sale conversion Management:</b></p> <p>Should be able to manage the sales funnel and improve the conversion of leads to revenue paying customers. Reduction in drop off and Lead slash. Increase the upsell of the plans for improved ARPU. Enhancing all channels for lead sourcing including Bank channel and also in an Open Architecture.</p> </li> <li> <p>• <b>Team Leadership &amp; Development:</b></p> <p>Lead, mentor, and develop a team of Call Centre agents, ensuring effective performance management and coaching.</p> </li> <li> <p>• <b>Operations Management:</b></p> <p>Oversee day-to-day call centre operations (in house/ outsourced)  Coordination with all sources of leads including marketing activities for sourcing.</p> </li> <li> <p>• <b>Customer Experience Management:</b></p> <p>Develop and implement strategies to improve customer onboarding success and conversion.  Should be responsible and be able to close loop for excellent customer service.</p> </li> <li> <p>• <b>Reporting, Monitoring &amp; Analytics:</b></p> <p>Monitor and analyse key performance metrics, including call volume, wait times, service levels, and customer satisfaction, to produce regular reports for senior management. Use data insights to drive continuous improvement and strategic decision-making.</p> </li> <li> <p>• <b>Budgeting &amp; Resource Management:</b></p> <p>Manage the Lead Management and Call Centre budget. Ensure cost-effective operations while maintaining high service quality. Forecast staffing needs, manage schedules, and oversee the recruitment and retention of high-performing agents.</p> </li> <li> <p>• <b>Training &amp; Development:</b></p> <p>Develop and deliver training programs to ensure staff are equipped with the</p> </li> </ul>

	<p>necessary skills, knowledge, and tools to perform their roles effectively. Provide ongoing support and career development opportunities for team members.</p> <ul style="list-style-type: none"> <li>• <b>Stakeholder Management:</b> Collaborate with other departments (Marketing, Product, IT, HR, etc.) to ensure seamless working of the processes and better output to effort ratio for all marketing and sales initiatives.</li> </ul> <p><b>Required Skills &amp; Qualifications:</b></p> <ul style="list-style-type: none"> <li>• <b>Experience:</b> Minimum of 10 years of experience in a Lead Management and Call Centre management</li> <li>• <b>Communication Skills:</b> Excellent verbal and written communication skills with the ability to engage effectively with lead channels, team members, senior management, and customers.</li> <li>• <b>Problem-Solving:</b> Strong decision-making skills, with the ability to handle complex situations and resolve escalated customer issues efficiently.</li> <li>• <b>Technical Proficiency:</b> Familiarity with Call Centre technologies, LMS, Sales CRM systems</li> </ul> <p><b>Key KPIs:-</b></p> <ul style="list-style-type: none"> <li>• <b>Improvement in sales conversion ratios</b></li> <li>• <b>Reduction in lead leakage</b></li> <li>• <b>Reduction in Average time taken to open an account.</b></li> <li>• <b>LMS and Sales CRM Product management</b></li> </ul>
Job specific skills	<p>Applicants should have –</p> <ul style="list-style-type: none"> <li>➤ Strong P&amp;L understanding in Retail Broking.</li> <li>➤ Be well attuned towards digitization; should come with a technology mind-set and think innovatively how to use tech to deliver KPIs effectively.</li> <li>➤ Strong understanding of Online and digital broking industry.</li> <li>➤ Excellent understanding of Indian Stock Market and trading strategies</li> <li>➤ Ability to build and lead teams with demonstrated track record of leadership skills.</li> <li>➤ Strong growth mind-set to lead and motivate the team in order to achieve higher market share.</li> </ul>
Educational Qualification	Graduate/ Post Graduate from recognized Universities, Advanced degree preferred.
Minimum Experience	10 Years
CTC OFFERED	Compensation will not be limiting factor for the right candidate and will be discussed on a case by case basis.
Location of posting	Mumbai
How to apply	Applications should be submitted on our email <a href="mailto:careers@bobcaps.in">careers@bobcaps.in</a> Please mention “Head – Leads and Call Centre Management” in Subject. Applications with any other subject will not be accepted.
Website	<a href="http://www.bobcaps.in">www.bobcaps.in</a>

Contact Person	Ms. Namrata Raul
Contact No.	022-61389300
Last Date for application by email	28 <sup>th</sup> December 2024