



1 in 4 people do not have access to electricity

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

## **JOB DESCRIPTION: Upselling and Loyalty Manager, Africa**

<b>Job Location:</b>	Nairobi
<b>Reporting to:</b>	Customer Experience Director - Africa
<b>Job Tier Level:</b>	C3
<b>Direct Reportees:</b>	Country Upselling Managers (Africa VI)

### **Position Description**

Upselling and Loyalty Manager, Africa will be responsible creating Upselling and Loyalty strategies, lead convention, upgrading and upselling of existing customers and creating completing Customer stickiness activities with a clear focus of driving sales productivity, efficiency, quality, and growing/management of Upselling and loyalty teams. The role will be responsible for managing the strategic and operations of the Loyalty and Upselling team through each country lead, including hiring and developing upselling and loyalty managers, designing sales campaigns, sales techniques, loyalty programs and formulating strategies to maximize conversion rate.

### **R&Rs**

- Lead the Upselling team, inspiring, equipping, and supporting them to achieve the company's lead convention, upgrade and upsell targets,
- Implementation and delivery of loyalty program and other customer-related technology in-store, working closely with OpCo lead in order to meet the required Customer retention and PAR KPIs.
- Conduct effective resource planning to maximize the productivity of resources i.e both people and technology,
- Structure Upselling campaigns by organizing leads, products, and staffing to maximize conversion rates, revenue and margin,
- Design and continually improve sales pitches, closing techniques, and objection-handling,
- Own the Upselling budget, staffing and processes to maximize performance in a cost-effective way,
- Ensure proper policies, process and quality controls are in place and adhered to,
- Ensure the team maintains high quality standards, providing complete and accurate information, following correct processes, and adhering to consumer protection principles in every sale,
- Responsible for workforce management i.e. collaborate with the HR department in hiring top quality talent and ensuring that the teams are motivated and engaged,
- Development of team through coaching, mentoring, and launching learning and development initiatives,
- Uphold data governance standards and ensure data is captured consistently and appropriately across different touch points and channels
- Responsible for designing, tracking and reporting of call-center analytical based statistics (*i.e sales rates, costs, customer service metrics*) daily, weekly and monthly,
- Collaborate with different cross functional teams in order to achieve business objectives.



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## KPIs

- Cost Optimization
- Achieve Lead Convention Targets
- Achieve Upgrading & Upselling Targets
- Improve PAR movement

## Desired Skills and Experience

- University graduates or higher in business preferred,
- Direct relevant experience of 5 to 7 years in a similar role is preferred
- Passion for serving customers and a drive to go above and beyond their service expectations
- Strong communication and interpersonal skills, able to communicate effectively,
- Excellent team player, thoughtful,
- Self-Managed, well disciplined, confident, organized, motivated and time conscious.
- Ability to multi-task and set priorities for self and others,
- Experience in dealing with fast paced dynamic organization a plus,
- Hands-on experience managing an initiative from start to finish.
- Must have high level of ownership and accountability,
- Excellent computer, analytical, and strong problem solving and decision-making skills,
- Strong mindset for continuous improvement and meeting or exceeding expectations and able to demonstrate complete discretion and confidentiality,
- Passion for social enterprise, development of people and environmental benefits.

## How to apply:

Candidates who meet the requirements should submit their CV and cover letter to: [hr.africa@dlight.com](mailto:hr.africa@dlight.com) indicating the position you are applying for on the subject line “**Upselling and Loyalty Manager, Africa**” before **29<sup>th</sup> October 2021**.

For more details about the opportunities, visit our careers page on our website: [www.dlight.com](http://www.dlight.com)

## About us:

d.light is a global leader and pioneer in delivering affordable solar-powered solutions designed for the two billion people in the developing world without access to reliable energy. d.light provides distributed solar energy solutions for households and small businesses that are transforming the way people all over the world use and pay for energy. Through four hubs in Africa, China, South Asia and the United States, d.light has sold over 20 million solar light and power products in 70 countries, improving the lives of over 100 million people. d.light is dedicated to providing the most reliable, affordable and accessible solar lighting and power systems for the developing world. For more information, visit: [www.dlight.com](http://www.dlight.com)