

## Assistant Manager –After Sales

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Company: Career Hunters

Location: Kuwait

Category: other-general

Main Responsibilities:- Monitor and analyze the current service, parts & accessories data(Sales figures, CSI etc.) to create strategies to increase Customer retention, partssales & gross profit. - Undertake research activities to determine program concepts/ opportunities for service, parts & accessories marketing. - Designing, developing & producing Service Marketing promotional materials. - Prepare after sales promotion plan documents to support marketing activities based on the PDCA principle. - Interact with field staffs to capture feedback and provide information on After Sales Marketing Programs. - Based on the market conditions and volume of targeted customers design marketing campaigns to recapture the lost volume of sales. - Design public campaigns to increase the customer awareness about our quality service, genuine parts & accessories. - Create a Loyalty program based on the market conditions & customer characteristics to ensure the improvement in customer retention. - Responsible for managing the database for the Loyalty programs. - Responsible for managing & updating customer information .Create action plan to Improve the accuracy of customer information. - Design & prepare in shop promotion materials that help in the effective utilization of each customer visit. Other duties as requested or required

Key Skills Required:-Degree in Marketing Magement.Mechanical/Automotive Engineering background will give an added advantage. -3 years of experience in After Sales Marketing activities for an automotive brand. -Proficient in English. -Excellent interpersonal skills. -Computer Savy.

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