



# KIRAN JOY CHIRAYATH

## CAREER OBJECTIVE:

To work in a challenging environment and apprehend the changing business needs, and be able to enrich my skills in a meaningful manner where in personal and Organizational growth can be mutually benefited.

## CAREER SUMMARY:

- Experience in Store Management, Front End Channel Sales and Service.
- Handling Store Management Profile with Raymond Group currently.
- Spearheaded various Process changes to meet evolving Customer requisites

## AREA OF INTEREST

Customer Loyalty/Sales & Marketing/Branding/Store Management

:

## Current Employer: Raymond Apparels Ltd.(2018-Present)

### Designation: Store Manager

#### *Key Responsibilities:*

- In charge Of Store for providing exceptional Luxury Fashion apparels
- Ensuring adequate mix of Ready to wear and custom Tailoring Experience.
- Setting high standards of on floor customer service Delivery.
- Grooming and Managing a team size of 5 Fashion Consultants
- Ensuring excellent visual merchandise facilities and promotions
- Branding and marketing for entire Region
- Ensuring store upkeep
- On floor conversions and adequate basket Size via cross and upselling

## CONTACT DETAILS

0091-9847058148

kiran.jchirayath@gmail.com

Sruthi (H), B1, Krishnanagar,  
Near Ulloor Bridge, Pattom  
P.O, Trivandrum, Kerala.  
695004.

## PERSONAL DETAILS

**GENDER** :Male  
**DOB** : 08-03-1989  
**NATIONALITY** : Indian  
**STATUS** :Married  
**LANGUAGES** : English,  
Malayalam, Hindi, French

## PERSONAL SKILLS

### LEADERSHIP SKILLS.

### ORGANIZING SKILLS

### TEAM PLAYER

### ORATOR

### CREATIVE

**Previous Employer: Imagine (Ample Technologies), Apple Store. (2017-2018)**

**Designation: Store Manager**

***Key Responsibilities:***

- In charge of Exceptional Customer Experience at Floor, WoW Customer Emotions.
- Coaching and Developing up Future Business leaders from existing Team members.
- Ensuring Monthly/Quarterly Targets are met for each Line of business.
- Ensuring Revenue Achievement on Top line and Accessory business.
- Market Analysis and Brand Promotions Within Mall/City.
- Customer Engagement Activities from time to time to build Brand Loyalty.
- Ensuring top percentile scores on Mystery shopping parameters.
- Inventory Management/Stock Level Adherence and Stock Audits.
- Store Planogram compliance with Company set guidelines.
- Ensuring Minimum Shelf life and product ageing in store.

**Previous Employer: IDEA Cellular LTD (2012 – 2017)**

**Designation: Postpaid Channel Sales Manager**

***Key Responsibilities:***

- Achieving Postpaid Gross as per Company set Targets (Voice/Data/IBS)
- Channel Productivity and Profitability (My Idea /DSA).
- Ensuring Appointment of Trained Staff (Tele callers/Sales Officers)
- 50 % LMS conversion on Monthly basis.
- Ensuring less than 20 % (First/Second bill Defaults)
- Ensuring 35 % MNP and 25 % SME to Gross Target.

**Designation: Postpaid Customer Interactions Manager**

***Key Responsibilities:***

- Monitoring and analyzing the Circle Postpaid Complaint trending and forecasting action plans and monthly requirements.
- Coordination with Tech Mahindra for Circle Specific Complaint Resolutions.
- Resolution to Corporate/High Value Customer needs.
- Ensuring the achievement of Complaint/Request closure within the Circle Specified Turn Around Time with Quality Adherence levels

- Adherence to Circle Specified processes and working on Process Improvements (Kaizens) wherever applicable.
- Analysis on Complaints per Subscriber and working on the reduction of the same Month on Month

### **Designation: Service Centre Manager/Channel Manager**

#### ***Key Responsibilities:***

- Management of 11 Idea service centers across the District
- Customer Retention/Customer Life Cycle Management/Showroom Upkeep
- Showroom Profitability via Achieving Monthly Postpaid Voice/Net setter Targets
- Customer Loyalty programs
- Employee Involvement/Enhancement Program
- Training and certification of Customer Care Executives/Tele-callers
- Ensuring Process adherence on Mystery Audit

### **Internship : Big Bazaar** (June- August 2011)

Conducted an **Organization Study** with focus to:

- In-store marketing tools adopted by the store.
- Customer Satisfaction levels
- Own Brand Strategy
- Effectiveness of Visual Merchandise
- Key Catchment Areas

DEGREE	INSTITUTE	YEAR	GRADE
MBA (Marketing & Finance)	AMITY	2012	8.15 CGPA
B.Com	MAR IVANIOS COLLEGE (KERALA UNIVERSITY)	2010	62 %
12 <sup>th</sup>	M.E.S INDIAN SCHOOL,QATAR	2007	80%
10 <sup>th</sup>	M.E.S INDIAN SCHOOL,QATAR	2005	79%

## ACHIEVEMENTS

- Have won multiple Awards for multiple Roles carried out throughout career.
- Consistently achieved all set parameters on multiple roles over the years.
- Won Multiple Awards for Being “Kaizen Star Performer” Process change initiatives

## EXTRA & CO-

- Have won numerous awards for Shuttle Badminton.
- Have won 2nd position in Inter College Cricket Tournament.
- Have won numerous awards for Pool/Billiards

## DECLARATION

All the information provided are true to the best of my knowledge.

**KIRAN JOY CHIRAYATH**

*(References would be furnished on request)*