


Job Description

	<u>Chief Commercial & Customer Services Officer (CCCSO)</u>
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Level / Pay Scale	C-Level / SEP-II	Department & Location	Commercial Operations / HO Sukkur
Reports to	CEO	Supervises	CSD DG MIRAD

Purpose

The Chief Commercial and Customer Services Officer (CCCSO) is a C-level position responsible for leading the development and execution of customer-centric strategies to drive revenue growth, enhance customer satisfaction, and maximize commercial opportunities for the organization. The CCCSO oversees all aspects of the customer experience, sales, marketing, and business development functions, playing a pivotal role in shaping the organization's market presence and driving sustainable business growth.

Responsibilities

- Develop and implement strategies to enhance the overall customer experience and satisfaction across all touchpoints, including sales, service, support, and product delivery.
- Define and monitor key performance indicators (KPIs) related to customer satisfaction, loyalty, retention, and advocacy. Identify opportunities for improvement and implement initiatives to address customer feedback and concerns.
- Lead the development and execution of sales strategies to drive revenue growth and achieve business targets. Set sales targets, quotas, and incentives for sales teams across different channels and market segments..
- Identify new business opportunities, market trends, and customer needs to expand the organization's customer base and market share. Build and nurture relationships with key customers, partners, and stakeholders.
- Develop and implement marketing and promotion particularly in the competitive landscape envisaged for the electricity market.
- Utilize market research, customer insights, and competitive analysis to inform marketing strategies and drive customer engagement, lead generation, and conversion.

- Identify strategic partnerships, alliances, and distribution channels to expand the organization's market reach and drive revenue growth. Negotiate and manage partnership agreements, joint ventures, and licensing arrangements.
- Utilize data analytics, customer segmentation, and predictive modeling techniques to gain insights into customer behavior, preferences, and trends. Leverage customer data to personalize marketing campaigns, improve targeting, and optimize customer acquisition and retention strategies.
- Implement customer relationship management (CRM) systems and tools to track customer interactions, manage leads, and measure campaign effectiveness.
- Collaborate with other senior executives and functional leaders to align customer and commercial strategies with overall business objectives. Foster a culture of collaboration, accountability, and customer-centricity across the organization.
- Provide leadership and mentorship to sales, marketing, business development, and customer service teams. Build high-performing teams, set performance expectations, and provide coaching and development opportunities.

Key Performance Indicators

- Completion of all assigned targets in the specified time.
- Timely delivery of advice and feedback.
- Compliance to all commercial standards and practices applicable to SEPCO.
- Evolve the strategies and commercial practices in use at SEPCO to meet business requirements.

Knowledge & Skills

- Leadership
- Planning and Organizing
- Teamwork and Collaboration
- Decision Making and Problem Solving
- Relationship Management
- Broad knowledge of Business Processes for sales, marketing, product management, customer engagement
- Thorough knowledge of commercial and competitive priorities in the electricity distribution sector
- In-depth knowledge of relevant market and industry trends for all aspects of electricity distribution