

Job Title: CRM Executive

Location: Okhla Phase 2

Experience Required: 0–2 years (preferably in luxury hotels or premium service sector)

Salary Package: 30k - 35k

Job Summary:

We are seeking an experienced and polished Customer Relationship Management (CRM) to enhance our client service standards. The preferred candidate will have a strong background in the Travel industry, along with a solid understanding of Luxury hotel Chains. Experience in front office operations, client service or call centre roles, and working alongside sales teams is essential. The role calls for excellent communication skills, a customer-centric approach, and a demonstrated track record of improving client satisfaction, retention, and revenue growth.

Key Responsibilities:

1. Client Relationship Management:

- Build and maintain strong relationships with VIP clients and HNI- High Net-Worth Individual
- Act as the single point of contact for all customer queries, complaints, and feedback.
- Handle escalations with professionalism and tact, ensuring complete resolution.

2. Guest Handling:

- Provide personalized experiences and handle client onboarding/registration processes.
- Welcome and manage walk-in clients or guests during in-store or on-ground events

3. Call Centre & Inbound Management:

- Manage and handle inbound calls for bookings, inquiries, and feedback.
- Maintain call logs, track client interactions, and ensure timely follow-up on all queries.

4. Sales & Revenue Support:

- Assist in booking conversion by maintaining engagement with warm leads.
- Share client insights and preferences to help the team to tailor better services.
- Follow up on post-sale service and maintain retention metrics.

5. CRM Software & Data Management:

- Maintain CRM logs and MS Excel ensuring guest profiles are updated with key preferences and feedback.
- Generate reports on client behaviour, satisfaction, and churn rates. Segment client databases for targeted outreach and campaigns.

6. Client Engagement & Loyalty:

- Develop and implement loyalty programs or personalized communication campaigns.
- Organize and manage client feedback surveys, appreciation events, and retention initiatives.

7. Collaboration & Coordination:

- Work closely with the marketing team for brand events, PR, and gifting initiatives.
- Coordinate with operations and logistics teams to ensure timely deliveries and services.

Key Skills:

- Exceptional spoken and written English communication
- Experience in front office and client-facing roles in Luxury environments
- Well-versed in CRM tools and client lifecycle management
- Strong interpersonal skills and emotional intelligence
- Sales coordination and customer engagement
- Ability to multitask and manage high-profile clients
- Attention to detail and proactive problem-solving