D2C Operations Lead

We're on a mission to make India drink real coffee. Our digital-first brand has grown rapidly in the last 18 months, with 2L+ coffee drinkers across the country, presence in ~2000 retail stores and marquee investors and mentors like DSG Consumer Partners & Rukam Capital. This role is based out of our factory in Okhla

About The Role

Sleepy Owl is looking for a candidate who will be a part of the Supply Chain function and be a long term asset to the organization. It offers the opportunity to grow alongside the organization. This individual will drive superior delivery experience for all our D2C orders: Amazon FBA, Website, Cred, Swiggy, etc

The **D2C operations Lead** will work in partnership with the Instock team, CX experience, In house fulfilment team, courier partners and aggregators and other external agencies/partners to elevate sleepy owl shopping & delivery experience across order platform. He/She will have regular interface with customers and will require a customer first approach to problems. He/She will be part of enabler cohorts to shape Sleepy Owl's directions towards growth in D2C

This is a team role managing a team size of 2.

Job Description

The **D2C operations lead** is part of the enabler cohort in the organization reporting directly to VP-Operations driving all performance metrics associated with delivery experience for orders coming via website, Cred, Swiggy, MenXP, Amazon FBA, FK etc. She/he will be instrumental in delivering superior brand NPS score through ensuring consistent, on time- in full deliveries and augmenting CX experience through deployment of tech stack in terms of whatsapp integration, WMS developments, order routing algorithms at scale

Key deliverables for the roles:
1. **Order syncing** He/She must conduct daily checks on order sync on SRF and SR platform from Website, CRED , create and assign shipments if not auto assigned. He/She must check with CX team and other partner portals for any manual orders that needs to be created and actioned
2. **Order processing**: He/She must monitor order routing, and liase accordingly with internal teams to improve on nearest location allocation% for all SRF warehouses. He/She should create excel based tools to identify, segregate orders that needs to be fulfilled from our own WH locations and accordingly ensure orders are created and shipped.
3. **Performance Management**: He/She must hold courier partners accountable for all committed SLA metrics and must also hold internal team accountable for all internal facing metrics, In stock%, on time GRN%. He /she must be extremely diligent in follow up with all partners for quick turnaround in resolution to all customer escalations, RTO requests, NDR, Fake attempts, subsequent attempts.
4. **Cost Management**: He /she must be able to quickly reconcile weight and cost allocation differences and revert to courier in timely manner. He/she should have a thorough understanding of cost levers and must drive key initiatives to have cost controls month on month. He /She should constantly monitor and reduce cost incurred on poor quality
5. **In stock management**: He/she should participate in all planning and operations connect to understand change events that will impact stock availability & action accordingly with help

from all team members

6. **Customer Experience**: He/She is an integral part of CX team at Sleepy owl and therefore must action and be creative to fulfil all customer special requests and go out of the way to ensure fantastic delivery experience
7. **Culture building**: He/She is responsible for performance and work allocation for 2 members and must emulate EPIC behaviors across the team – own and larger team. He/she must strive to be an example of consumer empathy across the organization
8. **Rider routing & management**: He/She have to manage a team of 5 riders and their daily, monthly performance and billing
9. **Continuous Improvement**: He/she should identify areas that needs improvement and implement solutions that are scalable. He/she should be risk taker and should not shy away from experimentation, fail fast , learn fast approach.

Key KPIs for the role

- O2D(In TAT)% and 24O2S %

- O2D3 compliance%

- O2D(Avg TAT) In days

- Delivered %

- Cost per shipment

- EDD Breach %

- Cost of poor quality

- Z-A/B contribution%

- Delivery CSAT%

Qualification Required

- 2-3 years of experience in a D2C organization and/or with aggregators/courier partners in Fulfilment domain, preferably warehousing and Last mile
- Graduate + MBA(Preferred)
- Ability to think and act quickly. Prioritizes fail fast , learn fast approach over debate & discussions
- Needless to say, must be a great communicator. There is no such thing as too many calls in a day
- Growth mindset