

**ARKA JAIN UNIVERSITY**  
**TRAINING & PLACEMENT DEPARTMENT**  
**PLACEMENT OPPORTUNITY @LENSKART**

**NOTICE NO.:** AJU/T&P/UG/0075/22-23

**DATE:** 04/05/2023

**NAME OF COMPANY:** LENSART

**NAME OF PAYROLL COMPANY:** LENSART

**Registrations will close at 09:00 am, Friday 05<sup>th</sup> May 2023.**

**COMPANY PROFILE:**

Asia's largest eyewear retail brand," Lenskart. Established in 2010, Lenskart is India's fastest-growing eyewear business today, founded by an ex-Microsoft; techie; with little money but a boatload of unwavering enthusiasm to make a difference in the world. Lenskart is transforming the Indian eyeglasses sector with a quickly growing business that reaches over 100,000 customers per month with a unique mix of a strong online businesslike [www.lenskart.com](http://www.lenskart.com), distinctively designed physical stores, and a first-of-its-kind home eye check-up service.

**WEBSITE:** [Lenskart.com](http://www.lenskart.com)

**DESIGNATION OFFERED:** Optometrist

- Title – Optometrist
- Reporting to – Store Manager
- Skip Level – Areas Operations Manager Optometrist

**COURSE ELIGIBLE:** **B.Optomtry**

**GENDER ELIGIBILITY:** Male & Female

**ELIGIBLE PASSING YEAR:** 2023

**ABOUT ROLES:**

The role of an Optometrist at Lenskart is different from competing brands and is not limited to only eye check-ups but also includes sales as a critical deliverable. He/she plays a key role in delivering technical expertise through eye-checks, dispensing, and diagnosis as well as selling products, executing stocktakes and SOPs to deliver an exceptional customer experience.

**RESPONSIBILITIES:**

Area	Activities expected to be performed by a Lenskart Optometrist
<b>Customer focus: Driving Net Promoter Score</b>	<p>§ Greeting and welcoming all walk-in customers and guiding them toward the clinic to promote the free eye check-up</p> <p>§ Being involved in stocktakes, maintaining sales floor standards, and other day-to-day tasks to deliver the best shopping experience to the customers</p> <p>§ Understanding the POS system to ensure that the transactions are processed effectively</p> <p>§ Being dedicated to customer satisfaction and resolving any concerns that the customer has</p>
<b>Eye Check-Up &amp; Dispensing</b>	<p>§ Following the 12-step Optometry process at Lenskart, during the eye check-up</p> <p>§ Sharing the prescription clearly and educating the customer about single vision and progressive lens while recommending the appropriate lens and/or frames</p> <p>§ Performing a quality check of the lenses fitted before handing over the product to the customer</p>
<b>Product Recommendation</b>	<p>§ Presenting the customer with an optimal selection of products based on customer preferences</p> <p>§ Understanding the unstated needs of the customer, asking relevant questions, and picking the right time to pitch the recommended solutions</p>
<b>Achieving Sales vs. Plan &amp; SOP Adherence</b>	<p>§ Achieving the assigned target for sales, eye-test conversion, returns; and following all SOPs</p> <p>§ Post making the sale, coordinating with the customer for product pick-up, after receiving due communication from the warehouse. In case of returns, he/she is expected to understand the reason and try to resolve the same to control the return percentage.</p>
<b>Store Upkeep &amp; Maintenance</b>	<p>§ Maintaining the store as per Lenskart standards, cleaning the frames and other equipment regularly, and ensuring there is no deviation as per the SOP</p> <p>§ Ensuring the security of all Lenskart equipment and that there is no shortage of stock units or damage in the store</p>

**PERSONAL ATTRIBUTES & COMPETENCIES:**

- Ability to build rapport and trusting relationships
- Ability to understand unstated needs of the customer and offer solutions
- Clear communication and active listening skills
- Ability to adapt to changing environment and openness to learn
- Proactive task ownership, result-orientation, and customer-orientation
- Ability to multitask and organize activities based on priority

**REMUNERATION OFFERED: INR 3,00,000 LPA CTC**

**WORK LOCATION: Pan- India (Based on Candidate's Preference and Vacancy)**

**SELECTION PROCESS:**

- AON Test (Online)
- Chair Test
- Personal Interview
- Central Validation Test

**DATE OF DRIVE: 8th May 2023**

**TIME OF INTERVIEW/PLACEMENT DRIVE : 10:00 am**


**PROCESS OF REGISTRATION:**

01. Interested students need to register on the link given below, click on the link below or copy/paste the link on Google Chrome (or any other Web Browser) to fill all their details in the provided Google form and should submit to register successfully.

**<https://forms.gle/diQFXcR3TLF7JgKZ7>**

- 02. Students registered with the T&P Department for placements are only eligible.
- 03. Already placed & debarred students are not eligible.
- 04. Updated list of debarred students is available with the respective Faculty Coordinators.
- 05. Please note that it is mandatory to submit the above form to nominate successfully.
- 06. The form can be submitted only once, thus please be cautious while filling up the form.
- 07. The Resume File name must be the student's own name.
- 08. Registrations will be closed on 05th May 2023 at 09:00 AM.
- 09. One student can Register only once, thus be cautious while registering.
- 10. Please Note: The Registration process will automatically turn off after the provided deadline.
- 11. You are advised to read & understand the disclaimer below before applying for this opportunity.
- 12. For queries you may call write a mail to [placements@arkajainuniversity.ac.in](mailto:placements@arkajainuniversity.ac.in).

Sd/-



HEAD – TRAINING & PLACEMENTS

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