Sr. 1	Key Resul Area (KRA)	Key Performance Indicator (KPI)	Measures of Success	KPI Weightage
1	Client Campaign optimizations	Campaign planing and Execution	Conceptualizing and executing the campaign on schedule time	10
			Resolving campaign related queries of users, assisting them on all such campaigjn related issues and providing online campaign guidance (via face to face, phone or email) and Handling client Objection effectively	5
		Quality Management ensuring that highest level of service standards are followed	Sms content verification take care of any violtation and ensuring Error free sms campaign	5
		Conceptualizing and executing the campaign according to client specification and recommendation	Optimize the campaign to maximize the responses of customers per campaigns	5
		Approval Methodology for New and existing clients	Campaign should be optimised in following way 1) Online form request rom Sales Team and approval from accountant via mail for executing campaign 2) Online form request from Client for executing campaign from their control panel 3) Online form request from Client and approval from accountant via mail for executing campaign from client account by deducting the available credits	5
2	Analytics		Daily system monitoring, including analyzing the campaign performance and provide suggestions to client or internal team regarding optimization of the campaign	5
3	Team Management	Monitoring daily activities of Team members	Ensure all reportees complete their respective responsibility on time campaign execution on time, segregation of data tracking performance of the campaigns in terms of response, database management etc.	5
4	Mobishastra Marketing and Branding		Assisting in organizing promotional campaigns through digital and banners focusing on brand establishment &; market penetration	5
			Content writing , 2 blogs , 2 bulk mailers, and 50,000 sms campaign promoting Mobishastra weekly	10
5	Training	Conduct inhouse training.	Covering the topic which help sales team to increase there competanies	5

6	Applying Competencies to meet target	Cost controlling	Maintaining cost efficiency with aim to reduce consistently the Cost per Acquisition through campaign and adhering the process	5
		Customer Retention	80% of client should be retain	5
7	Information Management	Reporting	Sharing reports with the top management regarding executed campaigns, database & providing other report related to client's status	5
			Every Sunday send email to all the employees with new addition of the database and at the end of the month entire/compile database	5
			Attending exhibitions, submit, conference, events and specialised training (work/profession related, which develop individual personally or professionally)	5
8	Database management		Data Updating, Data Segregation, Data Filtering, New Data Addition on time	5
			Gathering information and intelligence on internet trends as well as competition and Familiarity with web technology as well as trends and the evolution of the Internet	5
9	Compliance of Laid down Policies an Procedures of the Company	Adherence to all company policy	Time management, Adhering to all system, processes, attending 80% of inhouse Trianing	5
				100