

Customer Success Manager

Full-time | Field Team

Base Location: Nanpara, Uttar Pradesh

Travel: Frequent travel to nearby districts, national & international travel as and when required

Min. 3-5 years' experience

Reporting Line: CEO

Desired Start Date: **ASAP (April 2025)**



About Oorja

Oorja (www.oorjasolutions.org) is an award-winning social enterprise based in New Delhi. We are on a mission to empower 1 million farmers globally by 2030 with the agricultural solutions they need to sustainably increase their income and quality of life.

Oorja is a Farming-as-a-Service company working at the intersection of sustainable agriculture and renewable energy. Our focus is on powering productive-use appliances that help users to generate stable incomes, create jobs, and mitigate carbon emissions. Despite urgent need, around 90% of marginal farmers cannot afford to invest in solar technology to meet energy needs on their farms. Oorja wants to close this gap. We install, operate and maintain decentralised solar energy infrastructure for community use. We use these assets to sell affordable and reliable solar irrigation and milling services on a pay-per-use basis to smallholder farmers, without any upfront cost to them. We also offer offline and digital advisory services to strengthen climate adaptation and resilience amongst farmers. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs and have ambitions to scale up our unique solution globally.

Our core strengths are our inclusive, customer-centric business model and a diverse and driven team with shared passion for sustainable development. Some of our investors and partners in this mission are:



Role Background

The focus of the Customer Success Manager role will be to manage and transform the core operations, expansion, and revenue line of the firm. The Customer Success Manager will directly oversee the day to day operations and efforts of the Customer Success team, along with working closely with the Business Development and Farmer Advisory team. Overall, the Customer Success Manager is responsible for leading Oorja's continuous improvement processes with the goal to deploy technology to support and strengthen the larger core operations team and processes.

How to Apply

If this opportunity appeals to you, please send your application by filling the brief online application form as soon as possible, directly to audrey.fillon@oorjasolutions.org.

Roles and Responsibilities

The key responsibilities for the Customer Success Manager include, but are not limited to:

Customer Success

- **Team Management:** Lead and manage the Customer Success field team to drive irrigation utilization and ensure timely collections. Support the CEO and Field Managers in ensuring the team reaches its targets as set out in the annual strategic & financial plans.
- **HR Oversight:** With support from the Finance & HR Manager and the COO, oversee HR functions for the Customer Success team, including recruitment, onboarding, training, and performance management.
- **Operational Coordination:** Manage daily field team logistics, including schedule planning, site allocation, and issue resolution.
- **Churn Reduction and Utilisation increase:** Decrease churn by driving customer value creation, resolving low site performance, and improving customer experience in coordination with Farmer Advisory team. Develop strategies to improve the unit economics of the business lines.
- **Digital Transformation:** Lead the development, adoption and utilization of digital tools like Oorja IMS to optimize Customer Success operations.
- **Process Development:** Develop, document, and implement core processes for customer success operations, ensuring consistency, scalability and ensuring the processes are adopted & implemented by all staff.
- **Data-Driven Decision Making:** Track, analyze, and report on key performance metrics, including average revenue per pump, customer utilization rates, and collection performance.
- **Stakeholder Reporting:** Prepare and present reports for key stakeholders, including investor calls, board meetings, and funding applications. Develop automated dashboards for data analysis, supporting the Fundraising team in streamlining reporting processes overall.

Business Development

- **Customer Acquisition:** Establish and optimize the end-to-end customer acquisition pipeline, including lead generation, lead qualification, site selection, and site confirmation.

- **Team Building:** Recruit and develop sales personnel, including lead generators and district expansion associates, to drive exponential growth.
- **Growth Pipeline:** Solve key growth challenges, such as pipeline bottlenecks, expansion into new districts, and competition from other irrigation providers.
- **Sales Process Maturity:** Guide the adoption of mature sales processes, such as a unified CRM pipeline, systematic cold calling, and rural marketing practices.
- **Expansion Strategy:** Identify and create pathways for regional expansion, supported by systematic processes for district-level growth and new site establishment.
- **Digital Marketing & Automation:** Oversee the creation and automation of digital marketing campaigns, including SMS/WhatsApp marketing, online advertising, and social media marketing.
- **Marketing Optimization:** Conduct periodic assessments of marketing and growth channels to improve strategy and maximize the performance of the sales pipeline.
- **Performance Analytics:** Lead internal performance analysis, identify opportunities for improvement, and support data-driven decision-making for business development.

Qualifications & Skills

- Bachelor's degree or Diploma in business, marketing, electrical engineering or related field
- Min. 3-5 years of professional experience
- Strong interest in scaling up renewable energy/offgrid energy in rural communities.
- Excellent communication and interpersonal skills, including coordinating with multiple different stakeholders across field teams, technology, and agronomists.
- Strong project management skills, including running technology projects and implementation.
- Ability to manage teams effectively, and solve key problems faced in rural settings.
- Strong proficiency in capturing, understanding, and analyzing key operational data, as well as strong ability to make data driven decisions.
- Well-organised with good documentation and reporting skills.
- Go-getter who can take initiative and work independently; energetic and enthusiastic
- Willingness to learn and adapt in a fast-paced environment
- Integrity and honesty.

Other Requirements:

- Must have a working motorbike for local travel.
- Willingness to travel across Uttar Pradesh on a regular basis, and across India on an ad hoc basis as required.

What We Offer

- A highly enthusiastic, driven and ambitious team
- A melting pot of diverse talents – development professionals, researchers, engineers, farmers, scientists and community mobilisers
- Competitive remuneration package

- Interesting field of work where you will build your understanding of solar technology, sustainable agri-food systems and the development sector
- Close mentorship for career development
- A flat and open work culture and friendly work environment
- Experience and responsibility at an award-winning company in the renewable energy and agri-tech industries, among the fastest-growing segments of the global economy
- The opportunity to make a difference and to help improve people's lives.

Equal Opportunities and Non-Discrimination Statement

Oorja Development Solutions India Private Limited is an equal opportunity employer that values and respects the importance of a diverse and inclusive workforce. It is the policy of the company to recruit, hire, train and promote persons in all job titles without regard to religion, race, caste, gender, place of birth, sexual orientation, marital status or disability status. Oorja endeavors to provide a safe, diverse and comfortable workplace. Oorja will not adversely discriminate, and prohibits other adverse discrimination at the workplace, against any person on its premises, whether that person is in its employment or otherwise. If you can contribute to our organisation, you are welcome, regardless of your roots, religion, age or gender.