



Manager – ORM (Online Reputation Management)

ROLE	LOCATION	DEPARTMENT
Manager – ORM	Mumbai (Onsite)	ORM Team

▪ ABOUT LOCOBUZZ

Locobuzz builds AI-powered Customer Experience technology that helps global brands listen, engage, and respond to customers across every digital channel; social, messaging, reviews, and support. Our platform combines social intelligence, conversational AI, and workflow automation to manage millions of customer interactions at scale. Leading brands across industries run their CX operations on Locobuzz.

▪ ABOUT THE ROLE

The Manager – ORM will oversee the day-to-day operations of the ORM team, driving AI-enabled service delivery, high-quality execution of responses, and strict adherence to SLAs and TATs. Reporting to the COO, this role acts as a bridge between the brand team, agents, and internal stakeholders, championing AI adoption, monitoring performance, and driving operational excellence. Performance is evaluated against four Key Result Areas: AI Implementation, Client Relations, Operations, and Learning & Growth.

▪ KEY RESPONSIBILITIES

- Drive AI tool adoption across supervised accounts, auditing AI-generated responses for quality and sharing structured feedback with SMEs
- Track AI performance and adoption metrics, preparing a monthly report with actionable improvement recommendations for the HOD
- Oversee daily response operations for assigned brands and manage agent performance, schedules, and FLR/SLA adherence
- Run daily process briefings, monthly 1:1 feedback sessions, and prepare shift rosters for the team
- Review agent-actioned tickets for accuracy and brand-guideline compliance, driving QA score consistency and repeat-error reduction through coaching
- Ensure SOP compliance, identify process gaps, and handle escalations and crisis scenarios with speed and accuracy
- Own end-to-end resolution of client and internal escalations within defined TAT, and lead client review calls with reports and insights
- Coordinate with training, support, and other internal teams to resolve platform issues and align on process
- Ensure accurate, on-time daily, weekly, and monthly reporting across accounts, with real-time alerts on reputation-impacting events
- Conduct quarterly training needs analysis, lead upskilling sessions, and mentor new joiners; complete at least one AI/ORM certification each half-year

▪ KEY SKILLS / WHAT WE'RE LOOKING FOR

- Graduate in any field (mandatory)
- Minimum 4+ years of relevant experience, including at least 2 years in a senior role
- Strong knowledge of ORM processes, SLAs, and FLR/TAT frameworks and reporting methodologies



- Working knowledge of AI-powered ORM tools, with the ability to drive adoption and audit output quality
- Excellent team management, mentoring, and conflict-resolution skills
- Strong analytical skills, with proficiency in MS Excel/Google Sheets and ORM/social listening tools
- Ability to manage crisis situations and high-pressure, high-volume operations

▪ **WHY LOCOBUZZ?**

- Work with top-tier global brands across diverse industries
- Lead a dynamic ORM team and shape client engagement strategies
- Gain exposure to cutting-edge CX and AI-driven ORM technologies
- Collaborative culture that encourages innovation, learning, and growth, with regular upskilling programs