

Job Name: Preferred Relationship Manager

Overall Goal:

Is responsible for

- Acquisition of new Preferred customers
- Enhancement of the relationship by cross-selling products and services as per the profile & need of the customers
- Deepening the size of the relationship
- Retention of the customers by providing the best possible services and being the dedicated point of contact for these customers

So that

- HDFC Bank is the primary banker for these Preferred relationships
- Maximum share of wallet of these customers is with HDFC Bank

Key Result / Responsibility Areas:

Sales:(Acquiring, Enhancing ,Deepening and Retention)

- Acquire new customers who meet product criteria and flag them on the system
 - Referrals generated from existing customers
 - Leads generated by branch staff & personal leads
 - Databases
 - Premier Acquisition Channel
- Increase liabilities size of relationship via:
 - Balances in a/c's of existing customer
 - Acquire all related ids of the Primary id and send racing request on Web-based system/entry form to CPU for flagging and grouping
 - Use FD maturity reports to track maturity of HDFC FDs and prevent outflow
 - Use wallet profile to track FDs in other banks and divert them into HDFC on maturity
 - Use wallet profile sheet to track accounts and products with other bank and transfer the same
 - Know the customer's business to proactively provide financial solutions
- Utilizing the sales resources (BDR or COEX or Asset Coordinator) for optimal sales support
- Penetration of products across family groups.
- Sales across all product segments-TPP, Assets, Cards etc.

Portfolio Management

- Identify existing/new customers who meet Preferred product criteria and flag them on the system and upgrade these customers under the Preferred programme in line with the Preferred grouping criteria
 - Liaising with PB to flag eligible customers from Classic portfolio
 - Identifying customers through Large Transaction reports (LTR)
 - GMs or VPs of all Cat A companies and CSRM salary account companies which meet programme criteria and have future potential
- Ensure that individual customers are grouped and Customer To Group (CTG) Ratio is maintained on the portfolio
 - By grouping them with their family members who already hold accounts with us
 - By grouping them with their family members post selling liability products to the family members, if they do not have banking relationship with us
- Ensure that optimal levels of Income generating Product Group Holding (IPGH) is reached
 - Ensure that within each customer group a minimum number of stipulated Income Generating products are sold
- Ensure that the Customer Group profitability is achieved
 - Manage Band 1 and 2 customers and ensure that they are moved to Band 3 and above
- Ensure that atleast one income product is sold to each Preferred group in the year
- Regular contact is maintained with all portfolio customers such that 125 customers are contacted every month and entire portfolio is contacted atleast once every quarter
- Customer interactions are duly updated on CCM/CRM Next
- Profile changes (if any) are duly updated in CRA/CRM Next
- Enhancing customer wallet size
 - Ensuring that customers make us their primary bank
 - Knowing about where all the customer is currently banking and moving him to our Bank
 - Ensuring that customer scope is done and products targeted accordingly
 - Sales to family members and associates which have been grouped together
- Attrition control of customers
 - Includes persuading the customer to continue and if required renew FD's
 - Deepen by cross selling 'sticky products' like Demat, Bill Pay, Advisory.
 - Ensure quality of relationship while racing. Should be capable of maintaining eligibility
 - Regular customer contact to establish needs of the customer and opportunities to cross-sell

- Monitor large amount movements and account closure from the deposit accounts and ensure that customer does not attrite
- Ensure that the marketing analytics list on possible attrite, is called and retained

Customer Services

- Ensure quality customer service is delivered
- Disseminating required product information
- Recording complaints as per the specified process
- Resolving all complaints received from preferred customers within the stipulated TAT's
 - Ensure appropriate customer communication on closures & copy of that to be filed.
- Preventive complaint management
 - Asking for feedback from customers, who may not be complaining
- Promoting all direct banking channels and ensuring that the customer is utilizing the same
 - Check back on recent customer's registered to DBC channel and give any specific help required

Achievement of income plans and other benchmarks

- Ensure that income plans for the month and year are duly met across products
- Achieving of portfolio level benchmarks of CTG and IPH
- Income product to be sold to each group of the portfolio in the year
- Ensure that the benchmark sales per day is met

Operations

- Ensure certification of documentation required for opening and maintaining customer accounts
- Error free documentation for all account opening and all customer instructions (Stop payments, FD Closure, etc)
- Ensure that 5-S norms are adhered to for individuals workstation

Reporting: Head Relationship Manager and Branch Head

Competencies:

- Sales and Influencing Skills
- Banking Product & Process Knowledge
- Planning and Organizing Skills
- Communication Skills
- Knowledge of Competition & Current trends in financial Industry.

Certification:

- AMFI Certification
- NCFM Certification (Optional)
- CAIIB (Optional)
- Internal Certification

Education:

- Post Graduate in any discipline.

Experience:

- 2-8 years in a sales & / or relationship role in any of the sectors mentioned below

Preferred Sectors:

- BFSI
- Telecom
- Hospitality
- FMCG/ FMCD
- Airline