

Marketing topics assignment

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**ASSIGN
BUSTER**

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Currently persuing Masters in management from K J Somaiya Institute of management Batch ??? 2008-2011 Objective: To secure a challenging and rewarding position within a reputable company offering personal development opportunities based on performance. Work Experience: HSBC Bank : Designation: Premier Service Manager Nov 2005 ??? Aug 2007 Job Role: Portfolio management of Premier Customers.

Growing and deepening customer relationships through effective relationship management, with special focus on the analysis and satisfaction of Customers' financial as well as investment needs and objectives. | Profile: | | | ??? Sales - Going on sales calls to existing as well as new customers to deepen relationships and obtain referrals to source new | | business for purpose of achieving business targets. | | | ??? Analytical Skills- Identification of opportunities and managing relationships with top bank customers for cross selling | | | to the client through sales of liability products (savings, current accounts and term deposits) as well as third party | | | products like Mutual Funds, Insurance (Life & General) | | | ??? Customer Service - Ensure excellent service delivery by maintaining TAT for Client queries, proactive service | | interactions with Clients. | | ??? Record keeping - Update the client details and map all client relationships to arrive at household / family relationship | | | value size at any point in time. | | ??? Time management - Accurate and timely reporting of documentation and deliverables for all new client acquisitions on a | | | weekly basis. | | ??? Co-ordination-Liaising with product and ops teams to ensure compliance of process flows and

documentation. | | | Provide research on investment patterns for clients and arrive at an opportunity sheet. | | Operations – Handling outward and inward remittances | Aviva Life Insurance India Pvt Ltd. (March 2005 – Nov 2005) Designation: Manager Sales Private Banking & Assets Team (ABN AMRO BANK) A very short stint wherein I was responsible for sales of life insurance plans to the Private banking clients and the credit card holders of ABN AMRO Bank through my sales team of 8 members. Expertise ??? CONVERTING LEADS, TEAM MANAGEMENT and CO-ORDINATION Standard Chartered Bank. (15th May 2003 – 31st October 2004)

Designation: Personal Financial Consultant – Retail Banking Division Profile: Sales ? Achieving the Targets set in terms of product mix and the budgeted cross sell targets. ? Focus on revenue generating products for the bank mainly Insurance and Mutual Funds. ? Housing loan leads to be generated and forwarded to the Executives and ensuring constant follow ups with the loan team and the customers ensuring smooth flow and closure of deals. ? Being the Housing loan champion constant follow-ups with the fellow team for leads and successful closures. ? Updating & maintaining all Sales MIS (Calls, Prospects, Attritions, etc. Relationship Management ? Providing the BEST CUSTOMER SERVICE to the existing customers. This would include ensuring resolution / best possible solution to the queries raised, resulting in the customer retention within the set guidelines of my company. ? Establishing relations with new customers by introducing all the products (Asset and Liability products) ensuring lasting relationship with the bank. ? Generating new business to achieve defined sales targets. ? Building and deepening relationships with existing Customers to achieve increase in share

of wallet and revenues. Providing professional customer service to achieve a high percentage of customer satisfaction and retention. ? Managing the portfolio to de-risk against attrition and achieve stability of book. ? Having complete knowledge of the customer base in terms of the profile, demographics & psychographics and assets in the Bank and in other places. Baazee. com (I) Pvt. Ltd: 9th March 2000 – 9th May 2003 (3 years)

Designation : Sr. Customer Service Executive Reporting : CFO and Asst. Manager Collection.

Purpose : To ensure the Company's Best Interest and its Customers are protected at all times. As a customer Service executive I am responsible for maintaining defined personal standards and operating economically and efficiently in the pursuit of the following. Job Profile: ??? Team management and training. ??? Weekly / monthly MIS generation. ??? Regular update to the management in order to understand, modify and streamline processes improving customer experience online followed by implementation. ??? Query handling, Customer satisfaction and retention. ??? Administration of TALISMA, an e-CRM Solution. Creating standard responses and Work Flow for Customer Care Team. ??? Revenue Capture. ??? Conducted Surveys and Generating reports relating to Customer Satisfaction, Ratio of fulfillment on regular basis, changing trends and addressing customer concerns. ??? Consistently monitoring Vendor Performance based of parameters of service levels, fulfillment ratio. Achievements: ??? Solely Handled NATIONAL PROMOTIONS “ November Dhamaka 2000”and IT Festival for August-September 2001, End-to-End Process. Including Uploads of auctions, pre and post closure procedures and fulfillment of auctions. Handled multiple tasks at

a time efficiently and with Good Results. The tasks included logistics; Image editing for uploads on the site, quality assurance of the data uploaded on the site, Resolving assigned mails in Talisma within the stipulated period. ??? Overachieved Revenue targets consistently. ??? Provided suggestions for the processes being followed internally, which have been appreciated and incorporated as a standard processes within the team. ??? Assisted in Developing Mobiles, IT and Travel categories resulting in high number of fulfillment (Sales). Awarded as the Best Customer Care Executive and Employee for the Year 2000 and 2001. Based on Online Research carried through Out calling and day to day customer interactions gathered valuable insights, which have now been incorporated in the website design. Anchor Holidays Pvt. Ltd (Time Share group): December 1999 till February 2000 Designation : Customer Service Executive Responsibilities: ??? Provide information about the available packages and various schemes. Accommodate a suitable package for different customers, as per the budget requirement. Proactive Calls to members updating them about the latest schemes and offers. ??? Keeping a track of benefits / holidays utilized by the customer during the validity period. Qualifications - Graduated from Mumbai University-Year 1999(H. R College Of Commerce & Economics) Personal Information Date of Birth: 14th October 1978 Marital Status: Married (Dec ' 04) Spouse : Advocate Vishal Puri References: Mr. Anupam SanghaviMr. Sai Pratyush Siesta Hospitality Services Pvt LtdQuotro BPO Solutions Chief Operating officerGeneral Manager Phone: (M) 98200 01858 ; 9987204401Phone: (M) 9910225558 KANCHAN AHUJA.