



DO YOU HAVE THE ABILITY TO POWER OUR TEAM?

We are a subsidiary of Sri Lanka's leading private commercial bank HNB PLC; and a leader in the finance industry with an immaculate track record of over 20 years, offering diversified portfolio of financial services catering to multitude of sectors through an integrated network of 70 Branches spread across the Island. We have been recognized and awarded as one of the Best Workplaces in Sri Lanka and Asia.

We are looking for an experienced Head of Customer Relationship (Head of CRM) to be responsible for engaging with key customers by building and preserving trusting relationships

Head of Customer Relations

Job responsibilities

- Set specific marketing strategies to retain customers
- Monitor relationships with existing customers through CRM systems
- Suggest new methods to address customers' needs
- Reviews customer evaluations in regards to service representatives' work and looks for areas that need improvement
- Develop and implement marketing techniques that will drive new customers
- Track marketing metrics and trends, like conversion rates and web analytics. Helps develop new products, services, and promotions based on customer preferences
- Driving CRM initiatives and overseeing execution of campaigns
- Listens to recordings of representatives interacting with customers and uses the recordings to enhance training or offer necessary correction.
- Supervises customer service representatives and Trains newly hired customer service representatives
- Determines a course of action to resolve customer problems.
- Ensures that customer service representatives follow all company policies and procedures when dealing with customers
- Takes customer complaints to upper management when necessary
- Generates reports for upper management.

If you are expert in following;

- Proven work experience in a similar role for a minimum of 5 years' experience
- Bachelor's degree in Business Administration, Business Management, Finance, Associate's degree in Business, Management or Public Relations
- Technical expertise with CRM and analytical systems
- Excellent interpersonal and communication skills
- Proficient in all Microsoft applications
- Strong communication skills along with a customer-oriented attitude
- Superior product knowledge on competitor products
- A team player with leadership skills
- Maintain positive attitude focused on customer satisfaction

If you are willing to take up the challenge, forward your resume via e-mail, career portal OR by post within 10 days of this advertisement along with the details of two non-related referees, to the address stated below or to hr@hnbfinance.lk. Please indicate the post applied for on the top left hand corner of the envelope or in the subject line of your e-mail.

DGM - Human Resources & Administration /CHRO

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HNB FINANCE

