

Associate Manager-Acquisition (CASA)-North

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Company: IDFC FIRST Bank

Location: India

Category: other-general

Role/ Job Title: Associate Manager-Acquisition (CASA)

Function/ Department: Branch Banking

Job Purpose:

The role entails acquiring new customers for the bank's current and savings accounts. The role involves identifying potential customers, contacting them through various channels, explaining the benefits and features of the current and savings products, and closing the sales. Also, to ensure that the customers are satisfied with the bank's services and maintains a long-term relationship with them.

Roles & Responsibilities:

Acquisition of current and savings account in the identified segment and reference generation from the specified catchment area

Ensuring high quality of customer acquisition in terms of constitution, product and segment mix

On-boarding and activating customers on digital platforms

Assist Senior Sales Manager in catchment mapping and branch scoping exercises.

Provide regular feedback to Senior Sales Manager and Branch Manager on customer requirements and potential opportunities.

Ensuring adherence to sales compliance and SOPs defined by the organization.

Quality sourcing and ensuring strict compliance on internal and external guidelines and regulations.

Regularly conducting activities in the catchment to acquire good quality, HNI customers and build a strong visibility for IDFC First Bank

Working on key central Initiatives and seeking regular referrals from existing customers

Collaborating with other team members and support functions to provide products and service offerings to customers.

Education Qualification:

Graduation: Any Graduate

Experience: 0 to 2 years of relevant experience

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