

## Summary

Results-driven professional with a proven track record in managing customer relationships and exceeding sales targets, seeking a challenging Customer Relationship Manager position to leverage my strong negotiation skills, strategic thinking, and ability to foster customer loyalty.

## Professional Experience

Designation - Assistant Manager II (eRelationship Manager)

Employment Period - April 2023 to Current

Company - ICICI Bank Ltd.

### Key Responsibilities

- Managing the banking and investments relationship of clients and responsible for overall growth of Liabilities & Investment business from HNI segment.
- Develop, manage, and expand customer relationships by providing service level which exceeds client expectations of most important customer segment.
- Identify current and potential relationship with additional revenue potential and grow business Generating Incremental Business.
- Sales targets spread across liabilities, retail assets, business banking, forex, cards, investments etc.
- Increase CASA balance in allocated portfolio either through Deepening or Acquisition Customer Engagement.
- Ensuring portfolio quality by regularly engaging with each mapped relationship and maintaining the desired relationship values.
- Face to the client and First person Responsible for service and sales satisfaction of mapped clients Investment Advisory.

Designation - Jr. Officer Marketing Coordinator/ Jr. Officer - RPM - Credit Cards

Employment Period - February 2020 to April 2022

Company - HDB Financial services Ltd.

### Key Responsibilities

- Sale of credit cards and processing of credit card requests.
- Call customers/merchants on a given database.
- Brief about the digital payment methods and help customers/merchants to install and understand the digital payment application.
- Give company product/service details to customers.  
Take the feedback to customers/merchants.

Designation - Digital Help Desk

Employment Period - May 2019 to February 2020



Company - TalentPro  
Deputed at - HDFC Bank Limited

#### Key Responsibilities

- Call customers/merchants on a given database.
- Brief about the digital payment methods and help customers/merchants to install and understand the digital payment application.
- Give company product/service details to customers.
- Take the feedback to customers/merchants.

Designation - Business Associate  
Employment Period - September 2017 to April 2018  
Company - Live Digital (MBP, Navi Mumbai)

#### Key Responsibilities

- Call customers on a given database
- Give product/service details to customers
- For interested customers, update on system
- Take the feedback to customers

#### Technical Skills

Well versed with software's- MS Word, MS Excel, Power point, and Outlook.

#### KEY SKILLS AND COMPETENCIES:

Proactive and operate with integrity and productive team work.

Good interpersonal & people management skills with a comprehensive problem solving approach.

Quick learner, possess excellent communication skills.

#### Academic Qualifications

- Bachelor of Engineering (BE) from Shekhawati Girls Engineering, RTU Rajasthan.
- Senior Secondary School From Swami keshvanand Senior Secondary School RBSE Rajasthan

I hereby declare that all the information provided herewith is true to the best of my knowledge.

(Alka Kumawat)



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