

Profile Name – Acquisition Manager (CASA)

Age – 28

Package Max – 3 LPA

Grade – Officer, Senior Officer, AM

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 feedbacks 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: Bachelor's in Engineering / Technology / Math's / Commerce / Arts / Science / Biology / Business / Computers / Management

Experience: 0 to 2 years of relevant experience