

## Job Description

<b>Role</b>	Relationship Officer
<b>Location</b>	PAN India
<b>Business Unit</b>	Lending Business
<b>Job Purpose</b>	
<p>The purpose of this job is:</p> <ul style="list-style-type: none"><li>• To deliver on the area/ local strategy for specific loan segments, strengthening existing relationships and setting up new channels for market penetration, and achievement of sales targets and operational plans.</li><li>• To proactively address customer/DSA issues and escalate cases (E.g., fraud alerts, customer complaints, or exception handling) for smooth operations; work on removal of bottlenecks for the achievement of targets for specific loan segment at the area/ local level</li><li>• Scan the market and its competitive offerings on a periodic basis, report on emerging trends and business opportunities for the product segment</li><li>• To grow the penetration of the business by actively partnering, negotiating, and building relationships with the DSA network</li><li>• To take ownership of the end-to-end business transactions in assigned areas of coverage</li><li>• To execute superior product delivery and ensure credit quality of new acquisitions with compliant sales operations &amp; coordination with the Risk team</li><li>• Proactively build and maintain relationships with key internal stakeholders (E.g. Operations, Risk Management) for smooth and efficient transactions and issue resolution</li><li>• Recommend improvements to operating procedures and technological tools to enhance customer experience through reduced processing TATs while ensuring compliant operations</li></ul>	
<b>Key Result Areas</b>	<ul style="list-style-type: none"><li>• Sales Growth &amp; Client Acquisition</li><li>• Operational Effectiveness</li><li>• Distribution &amp; Market Expansion</li><li>• Customer Servicing &amp; Relationship Management</li><li>• Risk Management</li><li>• Internal Stakeholder Management</li></ul>