

## ROLE DETAILS

### Customer Service Officer – JOB DESCRIPTION

#### Role – Customer Service Officer

#### Grade – Assistant Manager

#### Location – At any Axis Bank Branch across the country

Disclaimer: The choice of branches / offices of the Bank will be as per the needs and business requirements of the Bank. The Bank shall also take into account the place of domicile of the candidates though this aspect shall not be a reason for definite posting in any place and the bank cannot guarantee placements as per the place of domicile of the candidates.

#### Customer Engagement & Cross-Sell

- Responsible for Engagement with Mapped book Portfolio Customers in order to deepen the account & strengthen the banking relationship.
- Responsible for generation of fee income through cross sell sale of Retails Asset Products (Loan Products), Credit / Debit Cards, Retail Forex and Investment Banking Products (Life Insurance - LI, General Insurance - GI, Mutual Funds - MF, etc. to the existing customer base
- Responsible for lead generation for Saving and Current Account - CASA to new customers and deepening of account balances for existing customers
- Responsible for increasing digital penetration (IB/MB/Bill Pay registration & Activation) in the existing base.
- The sales and marketing activities need to be done mainly from the branch itself.

#### Customer Service and Operations

Responsible for timely processing of bank transactions like

- Non-financial Service requests
- Funds transfer
- Cheques
- Opening of accounts
- Reconciliation of office accounts
- Ensuring timely resolution of customer queries and improving customer service levels.

#### Compliance

- Compliance to the bank's rules - internal guidelines, processes and procedures
- Responsible for improving the Internal Audit Operational Efficiency score of the branch by timely completion of assigned tasks on continuous basis.
- Protecting bank's property as per safety norms and ensuring ethical conduct in ordinary course of business.

Key Relationships (Internal or External Stakeholders): All Customers & Sales and Service/Operations team in Branch

#### Major Competencies Required

- Good Communication skills
- Presentable
- Result-oriented
- Ability to work under pressure