



Job Description

Functional Title	Manager CRM	Grade	OG-I to AVP
Division	Compliance	Function	Compliance
Location	Head Office	Job Type	Permanent
Reporting (Direct)	Unit Head Regulatory Affairs	Reporting (Dotted)	-

Position Summary:

The Customer Relationship Manager (CRM) is responsible for building and sustaining strong client relationships by deeply understanding customer needs, ensuring high levels of satisfaction, and fostering long-term loyalty through personalized engagement and proactive issue resolution. The role works cross-functionally with sales, marketing, operations, and customer support teams to enhance the end-to-end customer journey and drive retention and sustainable business growth.

Key Responsibilities:

- Client Relationship Management: Develop and maintain profitable, long-term relationships with key clients, acting as their main point of contact.
- Customer Satisfaction: Address inquiries, issues, and feedback swiftly to ensure high satisfaction and positive experiences.
- Strategy & Growth: Identify opportunities for upselling/cross-selling, develop client-specific plans, and implement strategies to increase retention and revenue.
- Collaboration: Work with sales, marketing, product, and support teams to create seamless customer experiences and align company efforts.
- Data & Analysis:
 - Use customer data (demographics, purchase history, feedback) to spot trends, evaluate performance, and inform business decisions.
- Policy & Training: Develop customer service policies and coach staff on best practices for consistent service delivery.





Job Description

Position Specification(s):

Minimum Qualification	Minimum Bachelors preferably Master
Experience	8-10 years in relevant Experience
Competencies Required:	Proficient with Microsoft Office,

Employee Name & Signature

Date:

Dept. / Div. Head (Sign & Stamp)

Date:

