JOB DESCRIPTION

Group Entity:	Canara HSBC Life Insurance Company	**Role Profile Date:**	
Role Title:	**Relationship Officer**	**GHRS Job Code:**	
New or Existing Role? ☐ **New** ☐ Existing			
Role Holder's Name *(for more than one, note "multiple")*		**Current Global Career Band:**	**8**
Multiple		**Proposed Global Career Band:**	
Line Manager's Name, Role Title & Code *(plus Functional reporting lines, if any)*			
CBM/RBH		**GHRS Job Code:**	
Business/Function & Location: *(Country/Department)*	Retail Sales		

Role Purpose:

Work closely & jointly with Banc assurance channel partner to ensure CHL achieves its business aspiration in line with the AOP Targets (New & Customer Retention) as stated in individual objective setting sheets. Coordinate with channel partner in delivering higher levels of productivity and facilitate the process of Submission –to- Issuance within mutually agreed timelines. Protect Customer & CHL interests by ensuring processes /systems in-use; comply with regulatory & internal guidelines. Effectively manage channel partner expectations & improve the quality of Relationship Management to build a mutually benefiting model. Key responsibilities of the job holder are: Business Development | Execution – Implementation of Sales & Customer Retention Strategies | Relationship Management. The said role requires the Job Holder to balance Customer Servicing activity along with Sales Acquisition, while ensuring, the necessary growth as per AOP coupled with Highest Persistency.

Principal Accountabilities: Key activities and decision making areas	**Typical Targets and Measures**
Impact on the Business • To Achieve channel wise targets.(New & Customer Retention) • To Achieve desired Branch & LBS Activation targets. • To Create a healthy Product Mix with traditional >60% • To Create a healthy pool of lead generators across branches.	• Achieve new business premium as per AOP targets rolled out by SSBD and defined SFM • Achieve Traditional Product Mix target • Achieve Customer Retention targets for the portfolio. • Achieve targets as prescribed for RM activation (HSBC) & Branch/LBS activation for Canara/HSBC • Ensure timely PIR reporting and NIL PIR pending
Customers / Stakeholders • Coordination with BM/LBS at the ground level. Make joint Field calls and motivate them to achieve targets. • Conduct training and guide team for timely Submission, Pendency, and Issuance management. • Conceptualize and implement local business development initiatives for lead generation and focused sales. • Provide key inputs on business health to Branch Heads and agree on tactical initiatives to increase lead generators & their contribution.	• Ensure Customer Complaints <=1% of book • Achieve defined metrics as per Sales Force Management process/guidelines
Leadership & Teamwork • Liaise with colleagues across the country to imbibe best practices	

Operational Effectiveness & Control • Ensure timely submission of applications at HUB locations • Manage FTRs within 2% and thereby reduce Issuance TATs • Manage Persistency at 85%	• Ensure FTR at defined percentage. • Ensure Customer Retention at defined percentage.

Major Challenges *(The challenges inherent in the role that require a continual test of the role holder's abilities)*

The ISM's will work with a set of Branches to achieve AOP Targets. The challenges will be two-fold:

1. Drive consistent business across branches both New & Customer Retention premium.
2. Manage multiple channel relationships with maturity and without neglecting any particular Branch/Area.

Role Context *(The environment and operating conditions of the role including the extent of guidance and authority)*

The job-holder will need to engage with BM, LBS & other key stakeholders to drive Insurance sales through a combination of Coaching, Training, Field Sales support, and Business Development activities.

Management of Risk *(Operational Risk / FIM requirements)*

Ensure that business is sourced in compliant way. Any risk propagating is immediately reported to concerned department.

Observation of Internal Controls *(Compliance Policy / FIM requirements)*

Maintain and observe Company's internal control standards, implement and observe the Company's Compliance Policy, including the timely implementation of recommendations made by internal/external auditors and external regulators. Foster a compliance culture and implement the Compliance Policy by managing compliance risk and optimising relations with regulators

Role Dimensions *(e.g. balance sheet size, lending/expenditure limits, size/volume of transactions, budget. in* ***USD'000****)*

Headcount reporting to this role	**Direct:**	**NA**	**Indirect:**	**NA**	**Total:**	**NA**

Knowledge & Experience / Qualifications (*For* *<u>the role</u>* *– not the role holder. Minimum requirements of the role.)*

☐ A. Secondary School ☐ B. University (BA) or (BS) ☐ C. **Graduate**

☐ A. Two years or less ☐ B. Two to five years ☐ C. Five to ten years ☐ D. Over ten years

This role profile carries the Line Manager's concurrence. It reflects a true and accurate picture of the role as at the role profile date.

Role Holder's Name & Signature:	**Line Manager's Name & Signature:**

Staff Number :	**Staff Number :**

Competencies Framework:

Qualitative Parameter	Explanation
Building & Leveraging Relationships	Being able to persuade & influence outcomes without direct controls, develops networks & builds alliances with a wide range of stakeholders
Domain Expert	Is knowledgeable of product, industry norms, financial markets, regulatory norms, channels, emerging trends, new developments & applies the knowledge to enhance business prospects, understand problems & provides proactive solutions basis his specialized knowledge, is a process & product champion
Ownership for results	Perseveres for results on own initiative, drives a shared vision, demonstrates execution excellence, is action oriented, responsive, flexible, highly committed, proactive, displays high personal standards