

Job Details

Job Title	Head: CRM, Client Experience & Insights - (Head Office)
Division	Banking
Unit	Commercial Development Banking
Remuneration	1 695 621,00
Job Type Classification	Permanent
Location - Country	South Africa
Location - Province	Gauteng
Location - Town / City	Centurion
Email CV to	recruitment@tianaconsulting.co.za
Closing date	11 June 2025

MAIN PURPOSE OF THE JOB

The Head: CRM, Client Experience & Insights is responsible for developing and executing strategies to maximize customer retention, loyalty, and satisfaction. The purpose is to oversee the implementation and management of CRM systems, analyze customer data to identify trends and opportunities, and lead cross-functional efforts to personalise marketing, sales, and customer service interactions. Additionally, focus on driving revenue growth through targeted campaigns, customer segmentation, and effective communication channels

To lead the collection, analysis and interpretation of client data to generate actionable insights that drive strategic decision-making, client centric product development and improved service delivery within the Bank.

To design, manage and continuously improve the end-to-end client experience for the Bank's customers, ensuring that interactions across physical and digital channels are simple and responsive.

Key Performance Areas

1. Embed a customer experience culture in the organisation

- Define and execute short and long-term customer service and support strategy, leveraging best practices and technology to expand service capabilities, ensuring consistent, high-value and cost-effective service levels.
- Implement initiatives to embed a desirable customer centric culture and create an inclusive work environment.

- Engage with internal and external stakeholders to develop and manage consistent customer messaging and develop and maintain cross-disciplinary and partner support processes and communications.

2. Manage relationships and institutionalise internal mechanisms to improve customer experience

- Facilitate smooth working relationship and resolution of any client or customer complaints in the Bank.
- Identify the relevant role players in accordance with business requirements and dependencies.
- Set-up meetings with the role players to discuss the roles and responsibilities and possible areas of cooperation, improvement and conflict.

3. Develop and implement a Customer Relationship Management strategy, systems and data insights

- Develop and implement the agricultural client experience strategy aligned with business goals and client needs.
- Drive continuous improvement and innovation in CRM practices, processes, and technologies

4. Channelling of sales leads to relevant party

- Lead cross-functional efforts to segment customers, develop targeted campaigns, and optimize communication channels.
- Collaborate with marketing, sales, customer service, and product teams to align CRM initiatives with business objectives and priorities
- Engage with the front-line Divisional Heads on targets and potential leads to contribute to the overall increase in new clients.

5. Effective Team and Business Support

- Oversee the day-to-day operations of customer service including ongoing performance evaluation and refinement for operational excellence
- Work closely with the other members of the relevant teams to deliver outstanding performance and support the Business Coordinator as may be required.
- Take responsibility for routine duties on a regular basis with other members of the team.

6. Departmental and People Management

Performance Management

- Analyse the business plan to determine the applicable deliverables and targets

- Compile the Performance Management documentation in collaboration with the staff member

Capacity Planning

- Determine the human resource requirements, in accordance with the expected deliverables and current capacity
- Secure the human capital requirements to ensure that deliverables will be met in accordance with the expected targets

Financial Management

- Develop and manage budget
- Manage expenditure and ensure no fruitless expenditure
- Adhere to financial guidelines and thus ensure proper control over expenditure

Preferred Minimum Education and Experience

- Bachelor's degree in business administration, Communication or related field
- Experience in a Financial / Agriculture Services environment with at least 5 year's management experience - 6 to 8 years
- Proven experience in CRM, customer experience management, or related roles, with a track record of driving results.
- Strong analytical skills and proficiency in CRM systems and analytics tools.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Strategic mindset and ability to think creatively and analytically to solve complex business problems.
- Leadership experience, with the ability to inspire and motivate teams to achieve goals and deliver exceptional results.
- Adaptability to evolving CRM technologies and industry trends
- Strong project management skills, with the ability to manage multiple projects simultaneously and meet deadlines

Critical Competencies

- Microsoft Office
- Financial / Business Acumen
- Customers Care Service Principles
- Project Management Skills
- Knowledge of SAP

Additional Requirements

- Required to work extended hours