

SONU KUMAR

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PROFESSIONAL SUMMARY

- ◆ **MBA (Marketing & IT)** with 6 years 6 Months experience in **Bancassurance** Sales, Market Research, Financial Analysis & Competitive Analysis.
- ◆ **Currently working with SBI General Insurance.** A Division of **SBI Group.**
- ◆ Proven ability to improve Sales, operations, impact business growth and maximize revenue through achievements of Business targets.
- ◆ Demonstrated excellence in ensuring maximum channel partner satisfaction by providing them with service assistance.
- ◆ Proven ability in providing sales support to the customers & resolving client queries & issues pertaining to it. Demonstrated ability in building and maintaining healthy business relations with customer, enhancing customer satisfaction matrices by achieving delivery & service quality norms.
- ◆ Expertises in identifying customer base, enhancing customer experience, builds and maintain the relationship with customers to ensure profitable operations.

AREAS OF EXPOSURE

- | | | |
|------------------------|------------------------------------|-------------------------|
| - Channel Management | - Customer Relationship Management | - Bancassurance Channel |
| - Team Handling | - Management Reviews | - Channel Handling |
| - Management Reporting | - Service Excellence | - Revenue Generation |
| - Business Development | - Channel Relationship Management | - Lead Generation |

Relationship Management and Service Assurance

- ◆ Attending to customer queries, identifying improvement areas & implementing measures to maximize customer satisfaction levels.
- ◆ Mapping client's requirements and providing them expert advisory services pertaining to selection of right banking products.
- ◆ Setting quality standards for operations and implementing quality improvement measures; ensuring high-quality customer experience and service.
- ◆ Preparing & compiling various weekly/monthly reports pertaining to process, customer satisfaction activities and productivity.

CAREER CHRONOLOGY

Since Jul' 15 with SBI General Insurance, Noida as Unit Manager – STATE BANK OF INDIA

Significant Highlights:

Managing the 40 Branches Of STATE BANK OF INDIA

- ◆ Develop & Maintain good relationship with Branch Managers & Staff of SBI.
- ◆ Taking care of entire Region Six. (All SBI Branches & Associated Banks Of State Bank Group)
- ◆ Handling sales of all products like Health, PA, Motor, and Sme.
- ◆ Taking care of renewals of the Health & PA of my region.
- ◆ Anticipate training requirements for the partner and lead the development and deployment of partner training programs in order to increase the selling effectiveness of owned as well partner teams.
- ◆ Deploy and monitor implementation specifically Bank staff contests/R&R in order to accelerate revenue generation with the Channel.
- ◆ Meeting monthly Sales Volumes as per the targets rolled out.
- ◆ Coordinating among sales and operation staff for execution of methods and processes for making contribution in achievement of allocated target in terms of volume as well as quality.
- ◆ Managing customer satisfaction by achieving delivery & service quality norms.
- ◆ Issuance of cases within a specified TAT by resolving discrepancies shown in daily WIP with coordination of my ops team.
- ◆ Handling all the issues relating to SBI General like Grievance cases, Claims & renewals.
- ◆ Implementing branch level strategies for achievement of monthly target allocated to the branch
- ◆ Manage the discrepancies at the Branch level, provide support for ongoing issue resolution, manage initiatives deployed, providing induction and on-the-job training for Ops processes and work flows to team in order to achieve operations excellence & derive customer satisfaction.

Significant Highlights:

Manage the Branch Of HDFC Bank and on roll team of Insurance Associates

- ◆ Joint Calls with RM's, AMB, PB Sales and Ops team of HDFC Bank.
- ◆ Develop & Maintain good relationship with the Channel Partner's staff.
- ◆ Anticipate training requirements for the partner and lead the development and deployment of partner training programs in order to increase the selling effectiveness of owned as well partner teams.
- ◆ Deploy and monitor implementation specifically Bank staff contests/R&R in order to accelerate revenue generation with the Channel.
- ◆ Provided consultancy to clients in Tax planning & Portfolio Construction.
- ◆ Meeting monthly Sales Volumes as per the targets rolled out.
- ◆ Coordinating among sales and operation staff for execution of methods and processes for making contribution in achievement of allocated target in terms of volume as well as quality.
- ◆ Managing customer satisfaction by achieving delivery & service quality norms.
- ◆ Issuance of cases within a specified TAT by resolving discrepancies shown in daily WIP with coordination of my ops team.
- ◆ Handle all the issues in HDFC Bank relating Grievance cases and Customer service.
- ◆ Maintain the Product Mix as per Company requirements.
- ◆ Ensure Renewal Persistency at defined percentage.

Team Leadership

- ◆ Implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members. Planning targets, monitoring, motivating them and ensuring achievement of overall targets on a daily, weekly & monthly basis.
- ◆ Creating and sustaining an environment that fosters development opportunities and motivates high performance through effective management and career development.

Significant Highlights:

- ◆ Manage the Insurance Products sales through Channel Partner with Asset products.
- ◆ Handle the two branches of Barclay's finance.
- ◆ Managing customer satisfaction by achieving delivery & service quality norms.
- ◆ Generating customers for the company through channel partner i.e. Barclay's finance and self sourcing.
- ◆ Handle all the issues in Barclay's Finance relating to MNYL
- ◆ Provided consultancy to clients in Tax planning & Portfolio Construction.

Achievements

HDFC LIFE INSURANCE

- ◆ Qualified for the Contest of **Malaysia** in March 2012.

Max Life Insurance

- ◆ Won the Contest of **Bangkok** in 2009.
- ◆ Awarded as fast start champion for the first quarter of 2009.
- ◆ Awarded as Sales specialist for different months.
- ◆ Awarded as CBP Champion in 2009.

Scholastics

- ◆ **2008** **MBA in Marketing and IT** from SGIT, Ghaziabad.
- ◆ **2006** **B.A (Economics)** from CCS University, Meerut.
- ◆ **2003** **Intermediate** from UP Board Allahabad.
- ◆ **2001** **Matriculation** from UP Board Allahabad.

Personal Dossier

- ◆ **Date of Birth** : 8th Aug'1987
- ◆ **Language Proficiency** : English & Hindi
- ◆ **Present Address** : H.No.215, Village-Domatekri, Post-Dhaulana, Hapur -245301
- ◆ **Permanent Address** : H.No.215, Village-Domatekri, Post-Dhaulana, Hapur -245301

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