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CRM Manager-Level Responsibilities vs Inshara Shaikh's Role Overview**

*In my current role as a CRM Senior Executive, I am responsible for a wide range of tasks and responsibilities that closely align with those of a CRM Manager. This includes client relationship management, team leadership and coordination, data analysis and reporting, process improvement, performance metrics, and data maintenance. Approximately 98% of my current Key Result Areas (KRAs) are reflective of a CRM Manager's responsibilities.*

**Client Relationship Management:**

* Developing and maintaining strong relationships with clients.
* Ensuring timely communication and handling client escalations/ Queries.
* Monitoring client satisfaction and gathering feedback.

**Team Leadership and Coordination:**

* Working closely with other departments, particularly operations, to address client concerns promptly.
* Supervise and lead the CRM team.
* Set performance targets for team members.

**Data Analysis and Reporting:**

* Analyzing data related to client interactions, feedback, and complaints.
* Identifying trends, patterns, and areas for improvement.
* Preparing regular reports on client satisfaction and Key Performance Indicators (KPIs).

**Process Improvement:**

* Identifying and executing process improvements to enhance CRM processes, which includes analyzing client feedback and complaints to identify recurring issues.
* Collaborating with cross-functional teams to gather feedback on pain points and improve the issue resolution process.
* Facilitating communication between clients and the operations team to enhance complaint resolution.
* Implementing proactive follow-up mechanisms after issue resolution to revise client satisfaction scores.
* Standardizing communication templates for consistent messaging in cases of non-response to CRM calls.
* Ensuring comprehensive documentation of client interactions for knowledge retention and smooth transfer of detailed records for service continuity.

**Performance Metrics:**

* Defining and tracking KPIs related to client satisfaction, response time, and issue resolution. This includes monitoring CSAT scores, calculating Net Promoter Score (NPS), analyzing feedback, and measuring response time and issue resolution rate.
* Setting targets for established KPIs and monitoring progress through regular CSAT monitoring, NPS calculation, and feedback analysis.

**Data Entry and Maintenance:**

* Logging CSAT and interactions in SILA Connect, maintaining records of individual client interactions to reflect on the client dashboard.
* Inputting and updating client information by procuring details from various sources and maintaining a relevant client database.
* Conducting regular quarterly audits of client details to review new site additions and update existing client profiles with any changes to maintain accuracy (POC, phone number, email, etc.).

**Technology Utilization:**

* Leverage CRM software and tools effectively.
* Explore automation opportunities to streamline processes.