**SHWETA NARSARIA**

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**SENIOR BRANCH MANAGER: RETAIL BANKING**

**REGIONAL SERVICE AND SALES MANAGER: RETAIL BANKING**

**CUSTOMER SERVICE HEAD: RETAIL BANKING**

Resourceful, solutions-driven, multi-award-winner with a superior record of leading and mentoring team to deliver and excel in the banking industry. Vast knowledge of finance, regulatory requirements and general bank operations. Adept at leading branch staff in exceeding sales goals whilst delivering excellent customer service. Possess effective communication, interpersonal & problem solving by negotiation skills and have handled extremely busy and hectic schedules. Strong hold on Microsoft Excel, Analytical Skills with an MBA focused in Marketing from renown institute.



**CORE COMPETENCIES**

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| --- | --- |
| * Customer Service and Process Re-engineering * Customer Acquisition and Retention * Operations Management * Customer Relationship Management * Sales and Marketing/Business Development * Strong analytical, reporting skills and ability to provide recommendations with rationale * Strong project/program management skills * Strong presentation skills | * Team-Building, Training and Leadership * Client relationship-Building and Loyalty * Strong execution and decision making skills * Experience in providing marketing sales support and the life insurance sales process * Knowledge and experience coaching and leading a customer service and/or sales support team * Excellent interpersonal and communication skills, both written and verbal * Proficiency with PowerPoint, Word, Excel and other relevant applications |



**CAREER SYNOPSIS**

**ICICI Bank, India - Branch Manager (Manager Band-II)**

**July 2007 - Sep 2016**

* Completed 9.2 years with ICICI Bank having worked across functions and departments

**Roles and Responsibilities:**

**Branch Manager**

April 2015 - September 2016 (1 year 6 months)

* GL size of the branch had increased by 31% (1620 MM in Mar'15 to 2130 MM in Mar'16)
* CASA deposits had grown by 38% (940 MM in Mar'15 to 1300 MM in Mar'16)
* Profitability of the branch had grown by 1950% (0.4 MM in Apr'15 to 8.2 MM in Jan'16)
* Clocked ever highest figures in Life Insurance Business in Dec'15 (8.3 MM bwrp) since branch inception
* Customer IDs of the branch had grown by 11% (15743 in Mar'15 to 17490 in Mar'16)
* Always participated in R&R across products and worked within the organization requirements

**Regional Service and Sales Manager**

May 2014 - March 2015 (11 months)

* Regional Service Manager of Service and Sales reporting to Regional Head
* Handled service audits, training and R&R for all the branch staff
* Review of BSC (Balance Score Card) and suggest areas of improvement
* Achieved Rank 1 BSC of Regional Service Manager in the Zone

**Customer Service Head**

April 2011 - April 2014 (3 years 1 month)

* Headed customer service department based at corporate office
* Responsible for FCRM (Finacle Customer Relationship Management) performance and development of processes for Pan India branches
* Reduction in customer complaints and escalations through a set process
* Increase in FOCUS(Feedback on customer service) scores
* Handling of new projects and senior management councils
* Review and trainings of Pan India retail branches

**Assistant Manager**

July 2007 - March 2011 (3 years 9 months)

* Area Sales Manager for Micro banking Loans
* Analysis of TAT(Turn Around Time) for Finacle requests and process flow
* Business MIS and Monitoring. Analysis through report / PPT presentation for Senior management reference
* Designing process under FCRM for retail branches for capturing customer requests and liaise with other departments for necessary approvals



**EDUCATION**

**N.L. Dalmia institute of management studies and research:** MBA in Marketing, 2005 – 2007

**Holkar Science College:** Bachelors of Computer Science, 2002 – 2005

**St. Joseph’s Convent School**: Higher Secondary and High School