



BANKURA UNIVERSITY

(West Bengal Act XIX of 2013- Bankura University Act, 2013)

Main Campus, P.O.: Purandarpur, Dist.: Bankura,

Pin- 722155, West Bengal

Office of the Development Officer

Memo no: BKU/DO/DV/ 79/2024

Date: 21.02.2024

Notification

Sub: Job opportunity for Virtual Relationship Manager in HDFC Bank for Post Graduate Students

This is to inform you that HDFC Bank is hiring Virtual Relationship Manager in association with Wagons Learning Solutions, Corporate Partner for hiring & training in India.

The recruiter has provided the following information regarding the job description and recruitment process.

Organization :- HDFC Bank

Profile :- Virtual Relationship Manager

Location :- All Location of India

Salary :- Rs 3.5L PA to 4.63 L PA (HDFC Bank Payroll Job)

Experience :- 0 to 2 Years

Eligible Criteria :- 50% in Graduation + Post Graduation (All PG / MBA / PG Commerce / PG Economics)- Preferred

Gender :- Male & Female

Age :- 21 years to 26 Years

Process of Interview:

Registration through an online portal link provided to you.

Appear the AMCAT Test online at your Computer / Mobile Phone.

Bank Invited short-listed candidates for Personal Interview (Online / Offline)

After selection you will get your offer letter.

Selected Candidates will take online 4 weeks of Training about Job roles.

After completion of training, candidates will be posted at any Bank of India.

VRM Job Registration Link :- Appear the 2 Part Test- (Behavioral & Cognitive)

<https://hdfcvrm.wagonslearning.com/cpe-darmino/>

Students are requested to go through the enclosed Job Description of VRM and students may contact with the following person for resolving their queries: Raghunandan Pattnaik, Corporate HR & Trainer- BFSI, Bhubaneswar, phone no:- 7752022744

Interested students may do the registration formalities ASAP through the provided link to complete the process.

Sd/-

Ramkrishna Das
Placement Officer,
Addl. Charge
Bankura University

Copy to:

- The Honorable Vice Chancellor, Bankura University
- The Registrar, Bankura University
- The Dean, Bankura University
- The Inspector of Colleges, Bankura University
- All the Principals/ TiCs/ OiCs of the affiliated Colleges, Bankura University
- All the HoDs/ TiCs/ OiCs of university departments, Bankura University
- All the Coordinator, Training and Placement Cell of the affiliated Colleges, Bankura University
- The System Administrator, Bankura University with a request to upload the notice on University website

Sd/-

Ramkrishna Das
Placement officer,
Addl. Charge
Bankura University

Job Name – HDFC Bank : Virtual Relationship Manager – Virtual Relationship Management

Job Title : (Job Name) – Virtual Relationship Manager (No Field Job)		
Business Unit (PA) : Virtual Relationship Banking		
Team : (Sub team in the PA) Virtual Relationship Management		
Reports to (job) : Virtual Relationship Banking Head		
Location of role : Pan India Salary Band :- Rs 30000/- to Rs 32000/- Per Month		
Job Fn : Sales		
Role Type: Individual Role	No of direct reportees: NIL	Travel Required: No
Job Band Range : E1- E4	JD Created date: 01-04-2018	JD Updated date : 01-04-2018
JD approved by (business) : (D4 and above - S0179 Saloni Bhatia)		Version No : 2.0

VRM LINK

Registration Link :- <https://hdfcvmr.wagonslearning.com/cpe-darmino/>

WA COMMUNICATION AMCAT

Dear Participant,
Greetings from Wagons Learning.

(Aspiring Minds Computer Adaptive Test) assessment. AMCAT Assessment link is shared on your registered mail id.

Below are the topics for the AMCAT assessment:

1. English Comprehension
2. Logical Ability
3. Quantitative Ability
4. Personality Effectiveness
5. Sales Competency

The test duration will be 01 hour 45 minutes.

In case of interruptions (internet/electricity), you can resume within 2 hours of stopping the test.

Best of luck for the assessment! ✨

Job Purpose

- To engage regularly with the customers as defined by the contact policy and provide a Consistent & a Superior Digital Experience. Ensuring that customers get world-class services and their needs are understood and met through financial products that the Bank has to offer.
- To enhance Customer Relationship & while doing so, Educate, Encourage & Induce the customers to use the Digital mediums for their banking transactions/ needs, while keeping a "window' to talk to the bank whenever customer needs.
- Responsible for meeting the scorecard targets and portfolio benchmarks set and that all guidelines and regulatory requirements are followed.

So that the VRM becomes the top of the mind recall amongst the customers in the catchment for all their financial needs and services, thereby ensuring that the VRM also achieves the key performance parameters set

Job Responsibilities(JR) : 6 – 8 Areas

Actionable (4-6)

Customer Engagement	<ul style="list-style-type: none"> • Continuous engagement with the portfolio customers mapped as per the contact policy, with accurate & complete capture of interaction details. • Call handling as per defined standards. • Accurate resolution for customer queries. • Promoting Digital Banking services for a superior customer service experience. • Profiling of customers in order to aid right cross-servicing of Bank products • Accurate logging and resolution of complaints. • Attrition control of customers. • Regular interactions with the customers and pro-actively assessing customer needs. • Deepening relationship by cross selling 'sticky products' like Demat, Bill Pay, Advisory etc. • Ensure portfolio quality of relationship while racing considering eligibility. • Monitor large amount movements and account closure from the deposit accounts. • Ensure retention of customers
Achievement of portfolio parameters	<ul style="list-style-type: none"> • Meet the defined objectives of the Portfolio managed by the respective VRM
Sales	<ul style="list-style-type: none"> • Right cross-sell of products basis profiling and engagement. • Penetration of products across groups. • Sales across all product segments-TPP, Assets, Cards etc. • Acquiring & grouping of all related IDs of the Primary ID. • Use of triggers to track maturity of FDs, movement of CASA balances etc.and prevent outflow.
	<ul style="list-style-type: none"> • Ensure Staff are trained on product knowledge and requisite certifications. • Income to be generated at a customer level.
Interaction Quality	<ul style="list-style-type: none"> • Achieve Quality benchmarks defined from time to time. • Complete and accurate capture of call interactions, including profiling thereby aiding relationship management.
Audit and Service Quality	<ul style="list-style-type: none"> • Ensure all laid down system and process are followed as stipulated by Audit and Senior Management • Ensure accurate and timely submission of financial transactions.& requests. • Adherence to set processes of updating customer interactions in CRM next.
MIS – Reporting	<ul style="list-style-type: none"> • Ensure timely submission of Customer base review / reports as requested by Central Team / Senior Management.

Educational Qualifications (examples listed below)	Key Skills(examples listed below)
Graduate & Above Qualification	<ul style="list-style-type: none"> • Basic Banking • Communication
Experience Required	
<ul style="list-style-type: none"> • Minimum experience in years – 0-2 yrs. preferable. 	

Major Stakeholders (intra team and cross functional stakeholders, who would need to be interacted with for discharging duties)
<ul style="list-style-type: none"> • Customers • Virtual Relationship Banking Head • Unit Head • Region Head • Sales Managers