



Bajaj Finserv Direct Limited

Job Description

Principal - Customer Service

Location - Pune

About Bajaj Markets:

Bajaj Markets, a subsidiary of Bajaj Finserv and one of the fastest growing fintech in India, is a one-stop digital marketplace that offers multiple financial products across all categories - Loans, Cards, Insurance, Investments and Payments. Bajaj Markets has partnered with some of the most trusted names to offer choice to its customers and help them achieve their financial life goals.

Having started its journey as a fintech, Bajaj Markets has since then, built a very strong business as a techfin. Its Technology services businesses are built on its core capabilities in consumer insights, technology and data analytics. Its first B2B SBU, Skaleup, has been created to become the leading digital technology services provider in India through deep domain expertise and execution capabilities.

Besides this, Bajaj Markets has built a new business unit to become the preferred partner for digital technology initiatives across all group companies of Bajaj Finserv. Herein, the strategy is to align with digital technology roadmap objectives of all the group companies of Bajaj Finserv and offer digital technology services and platforms at market competitive rates.

As the tagline goes, with Bajaj Markets, "Ab Choices Hue Aasaan"

Get to know more about Bajaj Markets via the following links:

Websites:

<https://www.bajajfinservmarkets.in/>

Bajaj Markets on LinkedIn: [Click here](#)

Bajaj Markets on Glassdoor: [Click here](#)

Our Long-Term Vision

We aspire to become one of India's largest BFSI Marketplaces & build a profitable digital technology services business with a global footprint.

The **Financial Services Marketplace** offers products across multiple categories across Assets, Liabilities, Payments, Insurance & Investments in partnership with 37 Banks, Insurers & Financial Institutions by providing choice & convenience of 1,300+ Financial Products.

We intend to forge additional partnerships with reputed financial institutions to offer the **widest range** of financial products & services across manufacturers, thus building a destination that offers choice in a **frictionless** manner with high degree of **convenience** for users.

Our **Technology Services business** is geared to offer 6 core offerings - Digital Applications, Customer and Enterprises Solutions, Data Engineering, Analytics Services, QA and Automation and Managed Cloud Services. We will offer these services in India & overseas territories.

BFSI Marketplace Construct

Ambition	Strategy	Approach
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Become '*Amazon*' of BFSI Marketplace in India and occupy one of the top 3 positions by size & customer choice

Become a specialist of BFSI space. Offer widest range of financial products & services across manufacturers to provide choice

Build a BFSI marketplace that offers choice in a frictionless manner with high convenience. Focus will be to drive high pull traffic by leveraging megatrends & partnerships

Technology Business Construct: Captive

Ambition	Strategy	Approach
Become a preferred partner for digital technology initiatives of all group companies. We will establish a dedicated Strategic Captive digital technology services unit for Bajaj Group companies	Align with digital technology roadmap objectives of group companies and profitably offer services and platforms at market competitive rates	Efficiently recruit, train, and deploy digital technology talent at scale. Continuously build and leverage cutting edge domain and digital technology capabilities

Technology Business Construct: Non-captive

Ambition	Strategy	Approach
Become a large scale profitable digital technology services provider which enables success of clients	Be a leading digital technology services provider from India in the financial services sector through deep domain expertise and execution capabilities. Build scale & focus on profitability	Offer Digital Technology services for BFSI industry across four geographies with hub and spoke model. Create capability to efficiently recruit, train, and deploy digital technology talent at scale

Bajaj MARKETS – Business unit

- Credit Ops unit has played a key role in enabling Digital journey for customer across all products to maximize conversion of consumer to customer across Financial Services Marketplace.
- Over last 3 years, strong foundation has been created in capabilities across Underwriting, Operations & Customer Service.
- For Unsecured Loan Underwriting of Salaried & SME customers, we have developed assisted underwriting framework where all critical checks have been implemented through system and human intervention required to manage exception scenarios. Dedicated centralized & local underwriting unit has been established to process loan applications in real time basis with lowest TAT.
- Managing end to end Operations of the company. We have established capabilities in Operations across all products – Loans, Insurance, Payments, Digi Gold, Mutual Fund.
- Centralized customer service unit has been created to cater all service requirement of customers. Highly evolved CRM has been developed to enable Service Agent to resolve customer service request within SLA. Customer portal has been designed with maximum DIY service options for meeting self-servicing requirement of customer along with Chatbot for assistance.
- We plan to invest in Automation of processes across all functions of Credit Ops Unit. We will build the technology to draw actionable insights to simplified journeys and reduce fraud. Alternate customer data will be used for underwriting, AL/ML to automate Customer Service response to customer, Automate Ops processes using RPA
- We are a SEBI registered RIA and engaged in Retail & Corporate MF business. Under this business we offer Direct Mutual Fund Schemes to customer for investment wherein we are responsible for end to end customer onboarding, MF transactions and Servicing to retail customer through our Mobile App.

Roles and Responsibilities:

- Lead Centralised **Customer service** team for the company
- Develop best in class strategy for customer service & **Customer experience**
- To be the custodian of the customer experience through involvement in the development of experience design and identifying to drive change management where there is a business need
- Devise and implement innovative self-service support strategies that empower and reduce customer effort
- Collaborate across other departments to ensure voice of the customer is represented
- Responsible for the execution and enhancing the **Customer efforts Analysis**, insight and Action planning
- Drive improvement across the customer touchpoints and time of resolution
- Publishing a **monthly analysis** on customer experience based on the **NPS** and guiding the team for continue improvement
- Build a relationship with business stakeholders to deliver on their business objectives whilst maintaining a remarkable customer experience.
- Collaborate and work with multi-functional partners and internal stakeholders, across lines of business, Design, Technology, Risk, and Decision Management
- Manage partners and drive for adherence to **SOP , SLAs , quality check** and training of agent
- Update to partner on new product and process
- Responsible for daily activities of Backoffice as per the standard process
- Ensuring **customer escalations** on Social Media, SMT, Regulator are handled correctly and well within the TAT decided

Team Management –

- Lead a Team of Centralized Customer Service Unit
- Effectively manage Team Managers with multiple product lines for Loans, Insurance, Investment, Payments & eComm.
- Drive a Healthy team culture to enable deliverables in a high Pressure, high velocity environment.

Key Performance Areas:

- Strong understanding of Lending, Insurance, Investment products. Orientation of **digital service** and respective processing
- Strong critical thinking, problem solving skills
- Confidence to operate in a customer centric manner, focused on decision making, with a 'Never Back Down' attitude
- Experience in leading Customer service and experience
- Strong people leadership skills, ability to build team culture and develop team members and ability to multitask and coordinate with cross functional team and stake holders
- Excellent written and verbal communication and presentation skill

Qualifications

- MBA from Tier I/II B-School
- Bachelor's degree
- Min 12 years of experience in Customer Service & Experience for lending, insurance, investments products and digit service.

