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Direct Channels Optimization Manager

Retail Banking & Wealth Management

Closing date 15 March 2013

HSBC Bermuda is seeking a highly motivated Direct Channels Optimization Manager to join the Direct & Contact Centers team within the Retail Banking & Wealth Management division. This person will be responsible for implementing actions that drive and deliver migration targets from manned channels to Direct Channels, and implementing multi-channel initiatives that deliver increased customer and firm value.

Major responsibilities

- With the Head of Direct & Contact Centers, builds and communicates the department vision including key strategic priorities and goals
- Offers solutions and proactively anticipates, identifies, highlights and corrects potential gaps in process or service delivery
- Partners with Technology, Operations, Finance and other internal and external departments in order to provide streamlined processes and services
- Responsible for all Direct Channel & Virtual Sales Key Performance Indicators (KPIs) to ensure targets are being achieved, and drives actions to improve KPIs through a complete understanding of Direct Channel management information and web metrics, and customer buying and servicing behaviors through Direct Channels.
- Builds a network globally to maximize reuse, and implement shared learnings of technology solutions, processes and digital sales approaches, using Global platforms and enhancements where available
- Demonstrates ability to deploy creative and professional web assets (copy, graphics and overall web design); a proven track record in applying website usability principles, particularly in optimizing online sales processes

Minimum qualifications

- Bachelor's Degree with at least 5 years experience in a banking or financial services environment, that includes building solutions for direct channels; a strong focus on web-based solutions and self-service infrastructure is an asset
- Demonstrated ability to organize, set and meet deadlines, solve problems, coach and manage others, motivate, and manage performance
- Excellent customer service skills

Interested applicants are invited to apply by sending your résumé and covering letter to:

Fax: 279 5826

Email: recruitment.dept@hsbc.bm

Recruitment Department
Human Resources
HSBC, Harbourview Centre
37 Front Street, Hamilton HM11

Application forms are available in all HSBC branches and at www.hsbc.bm

All enquiries will be held in strict confidence.

