

Head of Customer Value Management

Retail Banking & Wealth Management

Closing date: 20th August 2014

HSBC Bank Bermuda Limited is seeking a dynamic and motivated individual to join the Retail Banking & Wealth Management (RBWM) team in the position of Head of Customer Value Management (CVM). This is a senior role reporting directly to the Head of RBWM locally, and the Head of CVM regionally. The incumbent will have direct responsibility for ensuring the customer voice is driven through the organization, to enhance the customer experience, and support increased sales, retention, and expansion of client relationships. The role holder owns proposition goals in Bermuda with accountability for P&L targets, manages above and below the line initiatives, and executes campaigns.

Major responsibilities

- Executes timely and measurable marketing initiatives for key strategic customer propositions and products.
- Drives key 'voice of customer' initiatives throughout the organization with the ultimate goal of enhancing customer satisfaction, increasing sales, reducing costs, and positively moving customer loyalty.
- Ensures all customer solutions and offers are proposition-led with wealth as a core component, leveraging HSBC's international credentials and capabilities, coupled with a level of service superior to both local and global competitors, to create a sustainable, differentiated, competitive position.
- Oversees the identification of opportunities to acquire and grow customer relationships and increase their profitability through improved targeting, best-in-class product/services, motivated sales force, and appropriate channel strategies.
- Determines the need and monitors our competitive position through market research, data analysis and feedback from other business units and line managers, and analyses information gathered to develop strategies that increase the customer base and our share of wallet, improve retention and grow market share.
- Guides Product Managers in developing products and services that profitably meet customer segment needs and adherence to HSBC Product Governance guidelines.
- Provides guidance to staff by properly prioritizing initiatives based on the Customer Experience impact to the RBWM Business, portfolios, and HSBC Group while ensuring timely implementation.
- Analyses customer complaints obtained through the customer relationship management systems to ensure the identification of root causes of service issues, as well as development and implementation of recommendations for addressing them.

Minimum qualifications

- Minimum of a bachelor's degree in marketing, business, related field or equivalent experience
- Minimum of ten years proven and progressive experience or equivalent, including a minimum of four years proven senior management experience or equivalent
- Strong managerial, planning, analytical, communications, decision-making, lateral thinking, influencing, interpersonal and project management skills
- Thorough understanding of customer segmentation and management techniques, as well as the businesses and products supported and the regulations impacting them
- Proven ability to work in a team-oriented environment and effectively influence and communicate across various business lines at senior levels within the organization
- Knowledge of the organization and its products, processes and pertinent regulations affecting their delivery

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

Email:
recruitment.dept@hsbc.bm

Fax: 299 6524

Post: Recruitment Department,
Human Resources, HSBC
Bank Bermuda Limited, 37
Front Street, Hamilton HM 11

Application forms are available in all HSBC branches and at www.hsbc.bm. All enquiries will be held in strict confidence.

