



# SENIOR ACCOUNT MANAGER

## About us

Grass Roots India is a leading provider of end-to-end loyalty management services in India. We help large and mid-size companies acquire, engage, retain and influence their customers, employees and channel partners. Our clients include some of India's top brands across BFSI, FMCG, Construction, IT, Agro Chemicals, and Automotive industries.

Following are examples of what we do:

- Design a mechanic loyalty program for a large auto ancillary company, wherein the mechanic gets incentivized every time he influences the vehicle owner to buy original OEM spare parts
- Send promotional offers to customers of large banks to make them use specific banking channels (e.g. Net Banking, Mobile App etc.) or products (e.g. Remittance, Loans etc.)
- Acquire and grow the customer base of a large MNC agro chemical company by using farmer referral programs and instant gratification rewards
- Engage HNI customers of a large real estate company with high-end exclusive benefits, privileges, and rewards
- Assist one of India's top credit card issuing company to reduce employee attrition and increase sales across multiple sourcing channels

## Key purpose of the role

Responsible for retention and growth of accounts.

To build and maintain good working relationships with allocated clients to ensure client satisfaction

Achievement of defined program objectives, farming of new opportunities and driving growth of accounts.

To ensure the day-to-day delivery of all operational elements in a timely manner and to a high quality standard. Analyse and share integrated output with clients.

To work closely with all departments to ensure the delivery of added value solutions to the client.

Drive client satisfaction by providing insights and actionable recommendations during presentations or business reviews and also by providing value-added analyses.

Identify and recommend enhanced and new services that answer clients' business needs.



## **Responsibilities of the Role**

### **Customer Satisfaction**

Develop and manage strong relationships with clients that ensure retention of accounts. Ensure high standards of delivery and resolve client service concerns. Conduct regular formal reviews with clients to ensure satisfaction and identify opportunities for improvement.

### **Operational Excellence**

Manage the delivery of various accounts. Prepare appropriate operational documentation for your accounts ie. Monthly program reports, Statement of Work, Project plan, programme documentation, SOP's etc. Develop and manage strong relationships with other internal departments to ensure outstanding service and solutions.

### **Financial Performance**

Identify potential opportunities to add value and grow client relationships. Responsibility for accurate invoicing, forecasting and financial performance of client programmes. Work with Line Manager to support the delivery of growth revenue in line with agreed budgets.

### **Learning & Growth**

Develop and maintain a good understanding of all appropriate products and services. Demonstrate the Grass Roots values and behaviours in all interactions with clients and colleagues. Actively identify development opportunities for yourself to ensure Performance Excellence.

## **Principal working relationships**

### **External Clients**

Main point of contact for client for day-to-day delivery of agreed account elements. Build and maintain ongoing relationships with the identified key persons within the client organization.



**Internal:**

Client Solutions Head, AVP Client Servicing  
AVP Reward, Senior Manager Operations

**Skills and Experience**

**Essential**

Proven client relationship skills – being able to build rapport quickly & maintain and develop ongoing productive relationships  
Data Driven Approach - Ability to analyse data and recommend proactive initiatives to drive value through the program.  
Excellent written and oral communication skills  
Excellent organisational and project management skills  
Strong presentation and negotiation skills

**Experience:** 4-6 years experience in client servicing (preferably Loyalty programs)

**Desirable**

Proven track record of delivering profitable programmes for clients

**Personal Qualities**

Confident communicator (verbal & written)  
Personable, credible and able to establish trust easily  
Consistent and self-disciplined  
Team player  
Commercial and financial acumen  
Thrives on pressure  
Excellent attention to detail