



## **NAME: SAMPLE COPY of GM – (CRM)**

### SHORT - SUMMARY:

- **Engagement** - Engaging with customers to build strong relationships and understand their needs and preferences.
- **Problem Management** - Ensuring customer satisfaction by addressing concerns and resolving issues in a timely and effective manner.
- **Loyalty building** - Developing and implementing retention strategies to keep customers engaged and loyal to the brand.
- **Coordination & Updates for Customers** - Communicating with customers through various channels to provide updates, promotions, and personalized recommendations.
- **Documentation & Payments** – Custodian of docs and verification, site visits, and Payment collection.
- **CRM Software** – Salesforce, Hubspot, Zoho, Runo, Plumb5

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### Course & Certifications

**MBA**

Operations/CRM/Finance

### SUMMARY OF POSTS HELD:

ORGANIZATION	INDUSTRY
Industries:	Real estate, Retail, Bank, FMCG, Luxury items, Jewellery, Hospitality & Tourism and Building materials,
Designations:	State Head, General Manager, Customer Relation Manager, Account Manager.
Total Exp:	10 years

**PROFILE WISE:**



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