



We are Sri Lanka's premier private sector commercial bank. Our visionary journey has taken us beyond the realms of business as we have made a conscious effort to go where no bank has dared to go; from downtrodden villages long-forgotten, to the world across the shores. The driving force behind this epoch-making journey is our strong team of achievers, affectionately known as the Hatna Family. As we continue to make history and move ahead, we invite dynamic and ambitious individuals to join us in our trailblazing banking saga.

## We are looking for bright minds to help us create a world of happy experiences.

# HEAD OF CUSTOMER EXPERIENCE

### Duties and Responsibilities

- Develop and implement a comprehensive customer experience strategy aligned with the bank's objectives.
- Identify and address key areas for improvement in the customer journey.
- Ensure cross-functional alignment and execution of customer experience initiatives.
- Utilize customer feedback, data analytics, and market research to gain insights into customer preferences and behaviours.
- Identify trends and opportunities to enhance the customer experience and drive engagement.
- Establish mechanisms for gathering and analyzing customer feedback to continuously improve services and products.
- Develop training programmes and initiatives to empower employees to deliver exceptional customer service.
- Foster a customer-centric culture throughout the organization.
- Recognize and reward employees who demonstrate commitment to delivering outstanding customer experiences.

### Academic and Professional Qualifications

- Bachelor's degree in Business Administration, Marketing, or a related field. Master's degree preferred.
- Professional certification in customer experience management or related areas will be an added advantage.

### Work Experience

- At least 7 years of experience in a customer experience or related role (out of which at least 5 years in a senior managerial position)
- Proven track record of developing and implementing successful customer experience strategies.
- Experience in utilizing customer feedback, data analytics, and market research to drive actionable insights.
- Demonstrated ability to lead and inspire cross-functional teams.

### Core Competencies

- Strong strategic thinking and analytical skills.
- Excellent communication and interpersonal abilities.
- Leadership qualities with a focus on empowering and motivating teams.
- Customer-centric mindset with a passion for delivering exceptional experiences.
- Ability to thrive in a fast-paced and dynamic environment.

If you are passionate about driving customer-centric initiatives and shaping the future of banking experiences, we invite you to join our team as the Head of Customer Experience. Apply now to be part of a dynamic organization committed to innovation and customer satisfaction.

Interested candidates are invited to apply for the position  
All applications must reach us by

**05<sup>th</sup> May 2024**

**APPLY VIA XPRESSJOBS**

