

CUSTOMERS RELATIONS, MARKETING AND SALES COMMITTEE

1. This committee is responsible to prepare a business strategy for developing and implementing customer retention strategies, pricing and positioning strategies and driving growth, expansion and volume ensuring entire customer relationship management (CRM) process and integrating marketing communications and sales.
2. This committee shall guide and provide a clear direction setting to the front of the house team comprising marketing, sales, customer engagement, business development and after sales service to generate and maintain clientele.
3. This committee shall enable and review effective sales channels, efficient new business generation and assess that CRM mechanism or strategy is fit for the aim and vision of the company and will enable customer focussed business climate along with maintaining company's reputation for innovation and unbiased quality.
4. This committee shall oversee the return on investment in terms of branding, campaigns, multi-channel and digital CRM plans implemented and measure it through KPIs.
5. The committee is to ensure development of client relationship strategies as company can have multiple clients in terms of public ratings and private/ confidential ratings; corporate and sovereign ratings; issuers, intermediaries or investors as buyers of our products and services. This committee shall also be able to segment CRM to utilize relevant marketing strategies for both clients and non-buying audience of the company as well including retail investors, analysts and government.
6. The strategies prepared and proposed by this committee shall be in congruence with other strategies, global industry standards, competitors pricing and positioning, government regulations and company's analytical systems and resources.
7. The committee shall ensure implementation of appropriate CRM strategies into the B2B and B2C both environments and assessing overall alignment of these strategies with value of the company.
8. The committee shall help and assess human capital development and talent retention in order to maintain CRM, marketing and sales functions for the company.
9. The committee shall make recommendations based on the competitor analysis to make company's branding, marketing and corporate reputation more effective and compelling to the global audience.
10. The committee shall also develop or recommend reliable and unbiased communications regarding client and public relationships.
11. The committee shall enable growth of brand equity of the company and enable a company spoke person or chief executive director while guiding and overseeing the executive team to be more proactive in their approach to market sentiments, industry dynamics, trading or equity analysts.

12. The committee shall ensure all suppliers for providing their services to the company are treated fairly and on equal terms; and all clients sourcing company's products and services are treated and managed fairly and effectively through implementation of policies or standards wherever necessary.
13. The committee shall ensure that information and proposal prepared by executive team regarding forecasting of sales, business volume and pricing for the company is realistic and feasible to implement.
14. The committee shall contribute to oversee online and offline presence of company's brand strategy and its fitment to company's core values, vision, mission and product portfolio.
15. The committee is to ensure that it is able to oversee implementation of real time assessment of employee – customer interface on a 360' degree basis in all hierarchies so that ultimately development and delivery of integrated marketing communications and business strategy is possible through the best possible process.

