

# SARITA DAULTANI

+971 585521180 | sarita.daultani@gmail.com | Dubai, UAE | [LinkedIn](#)

**Strategic Customer Experience Management Leader | Procurement and Vendor Management Stalwart**

*~Driving operational, sales and service excellence in Finance & Banking Services Industry~*

Seasoned Customer Service & Procurement Leader with a proven track record in driving profitability and exceeding client expectations. Over 18 years of experience in financial services, specializing in customer service, procurement, and vendor management. Proven ability to drive cost savings, improve efficiencies, and enhance customer satisfaction. Resourceful in strategic planning, optimizing processes, managing teams, and leading training initiatives while fostering collaborative partnerships with stakeholders. Well versed with financial products and regulations, consistently exceeding sales targets and achieving operational excellence.

## KEY MANAGERIAL SKILLS

Customer Experience Management | Vendor Management | Team Leadership | Stakeholder Management | Project Management | Cross-functional Collaboration | Process Optimization | Conflict Resolution | Service Excellence | Sales Management | Financial Product Knowledge | Risk Management | Data Analysis & MIS Reporting | KPI Monitoring | Regulatory Compliance | Training and Development

**Soft Skills:** Strategic Thinking | Communication & Presentation | Interpersonal Relationship | Adaptability and Flexibility | Problem Solving | Multi-Task Oriented | High Business Ethics and Integrity | Self-motivated

## AWARDS & RECOGNITIONS

- **Leadership:** Harvard Mentor Team Leadership Program | Giving Effective Feedback | Train the Trainer | 2017
- **Innovation & Technology:** Future of Banking: Embracing Technology Disruption- EIBF | Design Thinking- EIBF | 2019
- **Personal Development:** Entrepreneurial Thinking- EIBF | Emotional Intelligence for Women | Coaching | 2020
- **Operational Excellence, Service Excellence, Sales,** and Best Performer Awards | 2015 – 22

## CAREER CONTOUR

Emirates NBD

Dubai, UAE | Mar '07 - Present

*Senior Manager - Sales & Service*

May '15 – Present

**Key Achievements: Strategic Planning, e2e Vendor Management, Contract Management & Negotiation**

- Led the full vendor lifecycle for ENBD Indirect Sales, managing **35+ vendors** from empanelment to exit, including contract negotiation, performance monitoring, and relationship management.
- Secured favourable contract terms through **negotiation**, implemented **performance monitoring systems** that revealed a **120% improvement** from key vendors, and fostered collaborative relationships that ensured continued success.

**Cross-functional Team Leadership, Training and Stakeholder Management**

- Guided a team of **30-35 individuals**, ensuring they effectively supported ENBD's **indirect sales operations**.
- Boosted team productivity by **50%** through implementation of impact-driven operational strategies.
- Reduced team turnover by **20%** by fostering a positive work environment and implementing employee engagement and L&D initiatives.
- Collaborated with the Head of Indirect Sales to **define key service KPIs** and identify knowledge gaps within the third-party channel, enabling targeted training and performance improvement initiatives.

**Customer Experience Management, Process Optimization and Service Excellence**

- Streamlined customer complaint resolution process, **reducing average turnaround time (TAT)** from **6-5 days to 2-3 days**.
- **Reduced customer complaints by 50%** through effectively streamlining complaint resolution processes.
- Owned and executed **new strategic initiatives** aligned with ENBD's service excellence objectives for the third-party channel.
- Spearheaded the **development and implementation of 4 new customer acquisition channels**:
  - Account opening movement through RBS network
  - Account opening through Internal Mortgage team
  - Tablet-based account opening with credit card sourcing
  - Co-branded card team sourcing (e.g., Emaar)
- Led and managed **2 key teams** including Co-Branded Credit Card team (Emaar) and Channel Governance team (for reporting & compliance).
- Developed a streamlined reporting framework through the **Channel Governance team**, enhancing transparency and decision-making.

**Sales and Marketing Support, Regulatory Compliance**

- Served as the **primary liaison** for sales coordination, marketing activities, product and policy updates, **MIS reporting, customer complaints**, and vendor payments.
- Analyzed and evaluated Credit Card, Personal Loan, and Auto Loan applications with a **98% accuracy rate**, ensuring compliance with bank policies and procedures.

**Key Achievements: Visitor Engagement, Relationship Building, Requirement Gathering, Client Service Excellence**

- Responded to inquiries within 5-7 **minutes**, leading to **reduced customer wait times** and enhanced satisfaction.
- Resolved **80%** of visitor requests/complaints on the first interaction, **improving efficiency** and satisfaction.
- Proactively presented relevant financial products to ~**15** visitors, resulting in substantial **increase in sales. Based on branch flow**
- Acted as a **product and service ambassador**, proactively informing visitors about available options to best address their unique requirements.
- Achieved **8/10** customer satisfaction score, consistently exceeding **established service standards**.
- Received **positive customer reviews** highlighting your helpfulness and professionalism.
- Ensured **service continuity** during staff absences by maintaining high-quality client interactions.

As Personal Banking Executive – Retail Banking

Mar '07 - Nov '09

**Key Achievements: Portfolio Management, Query Resolution, Retail Sales Enhancement, KPI Monitoring & Reporting**

- Leveraged customer insights to recommend relevant bank products, driving a **120% surge in Personal Loan sales**, an **89% increase in Credit Card issuance**, and achieving **referral-only growth** for Home Loan applications.
- Assisted **walk-in customers** with their inquiries, providing **prompt and effective solutions** within **2-days turnaround time**.
- Prepared and analyzed **weekly target reports**, tracking performance metrics and identifying opportunities for improvement.
- Proactively followed up with clients, **addressing their concerns**, clarifying queries, and building lasting **relationships**.

Standard Chartered Bank

Dubai, UAE | Oct '04 - Feb '07

As Team Leader- Retention Team, PMU Department

Jan '06 - Feb '07

**Key Achievements: Retention Advocate & Team Leadership, Collaborative Problem-Solving, Data-Driven Improvements**

- Reduced **customer churn** by **55%** through outbound and inbound tele-calling, surpassing targets by **35%**.
- Successfully influenced and retained **75%** of at-risk customers, generating substantial revenue uplift.
- Exceeded **service standards** by resolving **100%** of attrition cases faster than the target TAT.
- Successfully enrolled NA customers in the **loyalty program**, leading to enhancement in repeat business.
- Fostered seamless **collaboration** between Quality Assurance, Sales, Phone Banking, and Branches to effectively manage retention strategies.
- Compiled **comprehensive reports**, providing valuable insights to relevant departments for **process optimization** and **issue resolution**.
- Continuously **optimized team productivity** to manage **higher volumes** while maintaining exceptional customer service levels.
- Successfully led the entire **two-month migration process** of the Retention & Complaints Team to Chennai, **ensuring smooth transition**.

As Tele-Sales Executive – Sales Department

Oct '04 - Dec '05

**Key Achievements: Data Management, Sales Acumen, Persuasive Communication, Lead Generation**

- Built and **maintained robust databases**, ensuring accurate and efficient data organization for sales and marketing activities.
- Achieved a **100% daily call target** for outreach to potential customers, consistently exceeding expectations.
- Converted **sales leads** by reaching out to prospective customers for Gold Credit Cards via phone calls, exceeding daily outreach goals.
- Utilized **strong communication** and listening skills to **understand customer needs** and effectively **promote** relevant **financial products**.

---

## EDUCATION

- **Bachelors & Master of Commerce** | University of Rajasthan, India | 2001 - 2004

---

## IT SKILLS

- Finale, Oracle 8i, BPM, Business Suite- Oracle CRM, MS Office