



Canara Bank Officers' Union [Regd.]
[AFFILIATED TO ALL INDIA BANK OFFICERS' ASSOCIATION]



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**THE GENERAL MANAGER
CANARA BANK
H R WING
HEAD OFFICE
112 J C ROAD
BANGALORE**

Dear Sir

Sub : Issues and problems of Marketing Officers.

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Marketing is an important tool in the selling of product. Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.

Marketing is basically an organizational function and a set of processes for creating, delivering and communicating value to customers, and customer relationship management that also benefits the organization. Marketing, as such, is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and providing superior customer value.

Banks being the service industry, Marketing of products of Banks become all the more necessary in the present day context, where the market is more customers Oriented than industry oriented. For a quite a long time, in our Bank, there were no specialised Marketing Officers/marketing set up to sell the products of the Bank. The Branch Managers and Executives of our Bank were handling this portfolio along with their regular role play.

Banking has become Universal banking where under one roof all the financial products are being sold/serviced. Hence a separate set up under marketing has become necessary and our Bank has set up a marketing vertical in our Bank headed by a General Manager under whom marketing executives at various circles and marketing officers in the recent past who are qualified to handle the marketing department are appointed.

There are about 600 Marketing Officers appointed by our Bank to handle the Marketing of our Bank's products. These qualified marketing Officers are facing some important issues and we request for solution of their problems/issues.

- 1. Marketing Officers are mainly dealing in 3rd Party Products such as Insurance, Mutual Funds etc., and the success of such product depend on the performance of the 3rd Party product but ultimately affect the image of the Bank in times of adverse performance of such products and in turn the performance of the Marketing Officers.*
- 2. MOs need to be trained in the core products of our Bank such as CASA, SME, Term Deposits, and Advances to enable them to be equipped with training and knowledge to handle and sell the Core products also.*
- 3. With regard to their Promotion, MOs are on par with general officers as per policy guidelines to take the promotion test. In the absence of training in General Banking, MOs will find it difficult to compete with General Officers in the promotion process. We are of the considered opinion that a separate channel of promotion for MOs would ensure their career progression and accordingly we request a separate channel for Promotion for them. We also request for a conversion route for MOs to come to the main stream.*
- 4. MOs are forced to serve under multiple superiors at the same time putting up with different work delegation, resulting in impairment of proper direction.*
- 5. The reimbursement compensation for travel and other expenditure do not compare well, with the colleague officers leave alone with other marketing officers (other industries).*
- 6. Branches are attaching least importance to the leads brought in by MOs.*
- 7. After sales service which needs adequate and improvement to take care of the leads especially in the area of HNI customers brought in by them, to bring in and retain customer delight.*
- 8. The role play of MOs envisaged at the time of their requirement was, market survey, research and analysis of marketing and sale of Banking products. But the present MOs are ending up their career as only sales man rather than market researchers, surveyors.*
- 9. The performance of a Marketing Officer shall be based on his performance on overall product selling but unfortunately their performance are rated based on 3rd party product selling.*
- 10. Marketing officers are utilised for printing pass books, tappal departments, etc., instead of marketing banking products.*

One motivated and satisfied officer will be equal to more than 10 Officers. Likewise this 600 young Marketing Officers, who deserve recognition and motivation if they are correctly tuned in will definitely put our Bank on a fast track mode towards quality business Youngsters who have aspirations , flair and knowledge to take up challenging jobs such as marketing of banking product shall be enthused and motivated so that their uniqueness in getting value added business will be made available to our bank.

We request you to look into the above matter and do the needful to build a strong team of young and vibrant marketing Officers so as to enable core banking as well as 3rd products to reach our vast clientele. Kindly do the needful and acknowledge the receipt of this letter.

Thanking you.

Yours faithfully

M A SRINIVASAN
GENERAL SECRETARY

CC: The General Manager, Canara Bank, Marketing Wing, Head Office Bangalore.