The Customer Intelligence Analyst will be responsible for analysis of the SME customer base and the evolution of the churn, with the ultimate goal of developing a strong retention program. He/She supports the CRM Manager and performs reporting & analytics on customer data, ensures the coordination of retention projects and supports the implementation of processes.

Key Accountabilities
Support the development of the CRM and CLM:
• Lead generation management: Manage the prospection database. Further develop the SME industry segmentation model. Monitor the number of leads per channel. Propose corrective actions to increase the ROI.
• Customer Life Cycle: Analyze the customer base, detecting target groups with higher risk on churn. Support the loyalty and retention programs per life cycle stage, per cluster, etc.
• Retention Management: Create and analyze lists for various retention projects, provide reporting and monitor the results of each retention initiative. Suggest improvements for the loyalty and anti-churn strategy.

Achieve the above objectives by:
• Continuous analyzing the customer base and the churn evolution.
• Recurrent churn reporting and operational support to the Retention Account Managers.
• Transferring business questions into an analytical analysis and fact-based advice.
• Translating customer insights to actionable business opportunities and communicating them clearly (from close colleagues up to boardroom level).
• Suggesting ideas to optimize operational processes.
• Working in close liaison with colleagues across departments, especially with the B2C CLM department, in order to have a common & aligned way of working, avoiding double work

Required level
• Minimum bachelor degree or equivalent work experience with significant statistical background (e.g. economics, econometrics, mathematics).
• At least 3 years of practical experience in CRM/CLM or in an analytics and business reporting context, preferably in a B2B environment.
• Experience in translating complicated data analysis into business relevant presentations.
• Excellent mastering of MS Office and statistical tools (SPSS, SQL, Excel, Access).
• Experience in (mobile) service industry and knowledge of Salesforce.com are an asset.

Key competences
• Analytical Thinking: get to the core question/needs of the customer, breaks problems into parts, isolates areas by differentiating key elements, makes accurate use of logical and appropriate analysis techniques. Draws sound conclusions and analyses ideas critically.

Informations :

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