

# ROLE PROFILE

<b>Position Title:</b> Assistant Director Base Management	<b>Reporting to:</b> Senior Director Business Accounts
<b>Business Unit:</b> Business	
<b>Division:</b> Business Accounts	<b>Department:</b> Base Management

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role plays leadership role within the Business Accounts division, responsible for B2B customer advocacy and intelligence across all products and solutions. This role is responsible for leveraging internal and external customer and competition intelligence, automated tools and customized campaigns, offers, and activities to achieve revenue and margin targets, improve sales conversion rates within all segments, deliver actionable sales insights to sales teams, and mitigate overall revenue risk within the major accounts. As a customer advocate, the role requires to build a high level of visibility internally with all departments, exchanging insights and owning call-for-action in response to customer account activities. As a sales enabler, the AD is a trusted partner for the business accounts team, driving data-driven sales planning and execution across the segments.</p>	<p><b>Functional Context:</b> Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Base Management department is responsible for empowering all sales segments (SMB, Commercial, Strategic and Government Accounts) to achieve peak performance. It strategically aligns sales efforts through continuous improvement initiatives driven by sales data intelligence and customer data insights. The department mandate includes segment analysis and micro-segmentation based on sales criteria, executing sales campaigns, analysing campaign results, and delivering targeted sales support. It leverages CRM tools extensively to provide sales insights, facilitating informed decision-making and strategic planning within Business Accounts. By understanding and empathizing with customer needs and preferences, the department creates a pull effect within the OQ B2B unit, aimed at enhancing customer satisfaction and retention, ultimately increasing OQ's share of the customer wallet.</p>
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## B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> <li>• Develop and implement customer base strategies within OQ B2B to enhance customer satisfaction and drive business growth.</li> <li>• This includes special pricing rates, retention programs, segmentation, and targeted communication tactics.</li> <li>• Collaborate closely with the Senior Director of Business Accounts to develop a comprehensive strategy aimed at driving revenue growth, enhancing base profitability, and reducing churn.</li> <li>• Coordinate strategic initiatives aimed at long-term growth and improved customer retention by creating meaningful and actionable sales plans.</li> <li>• Design and implement loyalty strategies to boost sales and key customer indicators such as retention, win-back, and churn rates, including the creation of personalized propositions for existing customers.</li> <li>• Guide the team in analyzing internal and external customer data and competitive intelligence to identify trends, opportunities, and challenges within specific customer segments.</li> <li>• Facilitate collaboration between account managers and the team to develop and implement strategies that achieve revenue and margin targets for each segment.</li> <li>• Ensure the team provides actionable insights and recommendations to enhance conversion rates and overall performance across segments.</li> <li>• Oversee the design and execution of tailored marketing campaigns and offers that drive customer engagement and retention within targeted segments.</li> <li>• Coordinate with departments such as Product Development and Customer Service to ensure alignment on segment initiatives and facilitate effective communication.</li> <li>• Monitor and evaluate performance metrics for each segment, ensuring the team reports on progress toward goals and recommends necessary adjustments.</li> </ul>
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- Identify potential revenue risks within major accounts and guide the team in developing strategies to mitigate these risks, ensuring insights are shared with division heads.
- Promote continuous assessment and enhancement of segment management processes to improve overall efficiency and effectiveness within the team.
- Ensure the team understands the strategic priorities and expectations for assigned projects.
- Guide them in scheduling regular meetings to discuss objectives, align on deliverables, and report on progress and challenges to leadership.
- Oversee the establishment and maintenance of clear communication channels among all stakeholders.
- Ensure the team provides regular updates on project status, milestones, and any changes to the project plan.
- Train and support the team in managing and resolving conflicts among stakeholders.
- Promote the use of strong negotiation skills to ensure that all perspectives are considered while maintaining focus on project goals.
- Encourage the team to foster a sense of ownership among stakeholders by involving them in decision-making processes and keeping them engaged throughout the project lifecycle.
- Ensure the team documents stakeholder interactions, feedback, and decisions effectively.
- Require them to provide formal reports to senior leadership summarizing engagement efforts and outcomes.
- Oversee the team's collection of insights from customer interactions, including sales meetings, surveys, and win/loss analyses, to optimize segment-specific sales processes and enhance product relevance for various customer groups.
- Provide direction on product initiatives impacting specific segments, including changes and retirements, to effectively address potential customer pain points.
- Lead the design and implementation of targeted initiatives aimed at increasing sales and profitability within specific customer segments, focusing on strategies like cross-selling, upselling, and promotional incentives.
- Guide the development and execution of segment development plans that enhance customer retention and satisfaction within defined segments.
- Ensure the team effectively utilizes sales force automation (SFA) tools to gather actionable sales intelligence relevant to specific segments and implements best practices for informed decision-making.
- Foster collaboration with external research efforts to analyze potential changes in customer behaviour within specific segments, identifying business opportunities and challenges while managing account risk.
- Work closely with division heads within Business Accounts in driving growth strategies that aligned with the overall growth strategy of business accounts.
- Oversee collaboration with value proposition and product teams to ensure the development of targeted messaging and value propositions that resonate with key customer segments.
- Direct efforts with CX, Digital, and Events teams to enhance customer satisfaction programs through joint initiatives, including customer feedback loops, onboarding programs, customer engagement, and journey mapping.
- Ensure effective data exchange and KPI setting, such as NPS.
- Manage the generation of regular reports and presentations to communicate sales performance, trends, and areas for improvement to business accounts leadership.

## C. SCOPE AND INTERACTIONS

<b>Direct Revenue Responsibility:</b> No <b>Direct Budget Responsibility:</b> Yes <b>Direct People Management Responsibility:</b> Yes	<b>Primary Interactions (Internal/External)</b>	
	<b>Internal Relationships:</b> Cross Functional	<b>External Relationships:</b> Customers Vendors Business Partners

## D. KEY PERFORMANCE INDICATORS (KPI)

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- Customer Satisfaction Score (CSAT): Measure overall customer satisfaction to assess the effectiveness of customer base strategies and loyalty initiatives.
- Revenue Growth Rate: Track the percentage increase in revenue generated from B2B customer segments, reflecting the success of strategic initiatives and pricing strategies.
- Churn Rate: Monitor the percentage of customers lost over a specified period, indicating the effectiveness of retention programs and loyalty strategies.
- Conversion Rate: Measure the percentage of leads or opportunities that convert to sales within targeted segments, assessing the effectiveness of tailored marketing campaigns and sales strategies.
- Net Promoter Score (NPS): Evaluate customer loyalty and satisfaction by measuring the likelihood of customers recommending the company, particularly following customer engagement initiatives.
- Sales Growth from Targeted Initiatives: Calculate the increase in sales attributed to specific initiatives like cross-selling and upselling within defined segments.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

### Minimum Experience, Essential Knowledge & Skills

12 years' experience in a similar role.  
Experience in Base Management within the telecommunications or ICT sector.  
Experience with sales enablement, B2B service portfolio, CRM systems, campaign management, online marketing, and business analytics are essential.

### Minimum Entry Qualifications

Bachelor's Degree in Business Administration or Marketing or Similar

### Preferred Certifications / Other Qualifications

Any relevant certifications

<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
B2B ACCOUNT MANAGEMENT	Advanced	Building Customer Value	Intermediate
B2B ICT PRODUCTS KNOWLEDGE	Expert	Delivering Results & Fostering Collaboration	Intermediate
CLM MANAGEMENT	Expert	Shaping Strategy	Intermediate
PROJECT MANAGEMENT	Advanced	Driving Change	Intermediate
ANALYTICS	Advanced	Networking and Influencing Collaboratively	Intermediate
CUSTOMER VALUE MANAGEMENT	Advanced	Leading Teams	Intermediate
<b>Competency Level (Reference Range)</b>	<b>Basic</b>	<b>Intermediate</b>	<b>Advanced</b>
	<b>Low</b>	<b>Low</b>	<b>High</b>