ROLE PROFILE

Position Title: Senior Analyst Customer Retention	Reporting to: Manager Lulu Hypermarket
Business Unit: Consumer	
Division: Consumer Marketing	Department: Postpaid & Home Segment

A. ROLE AND CONTEXT

Purpose:

This role is responsible for developing, managing and driving base management activities of the Mobile Entry Value segment (pre- and postpaid) through the definition and execution of cross and upsell, retention and ARPU enhancing activities.

Functional Context:

Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings 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.

B. ROLE ACCOUNTABILITIES

- Support the achievement of the segment revenue and profitability by proactively managing and fulfilling segment targets (Revenue, APRU, Churn and Base, etc.) and KPIs according to yearly budget and quarterly/rolling forecast.
- Proactively identify, develop and implement necessary plans, activities and corrective actions accordingly.
- Proactively identify, develop and implement necessary plans, activities and corrective actions accordingly to drive customer loyalty and engagement.
- Drive the Customer ARPU Growth, Customer Lifetime Growth and Customer Life Time Value KPIs for B2C Mobile Entry Value Segment customers.
- Define a clear cross/upsell strategy to drive prepaid customers to become postpaid customers.
- Responsible for the management of end-to-end customer lifecycle of the portfolio; Customer Value Management Maintaining and Growing customer spend, Customer Churn Management Proactively and Reactively retaining Customers,
 Digital engagement Drive customer engagement via digital channels, Customer content consumption Right content for right
 customer at the right time.
- Segment Marketing Creating segmented marketing programmes and propositions to drive customer spend, reduce churn and improve NPS.
- Champion contextual 1-to-1 marketing, supports the use of data and advanced analytics for decision-making, proposition development and campaign management related to customer value management.
- Manage customer LTV identifying and deciding the right customers from amongst the various B2C segment to be up-sold or cross-sold; developing targeted value development (upsell, cross-sell) propositions; designing and implementing ARPU maximisation tactics and campaigns.
- Consistent communication of key findings (activity analysis, cluster detection, uptake & usage predictions, campaign effectiveness, etc.).
- Works closely with Marketing, Sales & Services and BI to identify prospective B2C customer, value management and marketing proposition (e.g. products, services and customer experience elements) demands across the business.
- Define the communication strategy and key messages based on the value propositions to be implemented by the Brand and Marcoms team.
- Ensure high quality cross channel go-to-market execution, including presence of market coms (traditional and digital media), collaterals, store visuals and training.
- Ensure mobilization of frontline (Direct Sales, Indirect Sales, telesales and Customer Care) as integrated part of campaign kick-off's.
- Work closely with Go-to-Market Manager to ensure quality product launches cross channel.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No
Direct Budget Responsibility: No
Direct People Management Responsibility: No

Primary Interactions (Internal/External)

Internal Relationships:

Cross Functional

External Relationships:

Vendors

Business Partners

Customers

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D. KEY PERFORMANCE INDICATORS (KPI)

- Customer base
- APRU per segment
- Churn per segment
- Share of postpaid/prepaid in segment -%
- Usage of service % (OTT, VAS etc)
- NPS

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills
5 years' experience in a similar role.
Good knowledge of telecoms products and services
Good know how of billing and inventory systems used in store operations

Minimum Entry Qualifications
Bachelor's Degree in Business Administration or Marketing or Similar
Preferred Certifications / Other Qualifications
Advanced degree or Masters preferred.

Technical Competencies	Required Level	Behavioural Com	<u>petencies</u>	Required Level
CUSTOMER EXPERIENCE	Basic	Customer Focus		Basic
CHANNEL MANAGEMENT	Basic	Creative Thinking		Basic
RETAIL	Basic	Quality and Conti	nuous Improvement	Basic
PLANNING + (P&L FIT)	Basic	Promoting Teamv	vork	Basic
Competency Level (Reference	Basic Ir	ntermediate	Advanced	Expert
Range)	Low >>High			