

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.
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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

