

ROLE PROFILE

Position Title: Specialist Segments & Prepaid Propositions	Reporting to: Assistant Director Segments & Prepaid Propositions
Business Unit: Consumer	
Division: Segments & Propositions	Department: Segments & Prepaid Propositions

A. ROLE AND CONTEXT

<p>Purpose: This role is responsible for managing and driving the usage & revenue of all Prepaid and low value expat customers through the definition of value propositions</p>	<p>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. This role is directly responsible for all activities that are geared towards delivering value to Ooredoo's B2C P&L through maximizing customer retention & spend with the help of best in class Commercial strategy & Service delivery practices.</p>
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> • Supports in development and implementation of Prepaid and low value customer's marketing strategy for B2C customers to deliver revenue and profitability targets as defined in the annual business plan and in line with corporate strategy. • Manages the Value Propositions through efficient interactions within and across the vertical to drive customer usage & retention. • Constantly develops Value Propositions according to internal objectives and external competition. • Develops the core Prepaid value propositions for all segments and the value proposition for low value expats according to market research, customer feedback, based on insights via analysis of subscriber behavioral and usage trends and customer needs. Fosters a customer-centric approach. • Monitors and analyzes product performance trends from financial and operational perspectives Conducts regular competitive analysis to identify market trends, benchmark against industry competitors, and recommends adjustments to pricing and value propositions to maintain a competitive edge. • Stays abreast of industry regulations and ensures that all pricing strategies and propositions comply with legal and regulatory standards. • Facilitates pricing discussions for Prepaid products between the segment owners, the Pricing and Finance teams with the objective to prepare business cases to meet Ooredoo revenue and profitability targets. • Defines Base management strategy and liaises with the base management team on the measures to increase ARPU and retention. • Cooperates with rest of segment managers to develop a rolling 12-month plan for the Prepaid product portfolio and defines the activities to enhance reach and stickiness in low value expat segment. • Stays up-to-date of industry regulations and ensures that all pricing strategies and propositions comply with legal and regulatory standards. • Manages the overall GTM activities for Prepaid and low value expats, defining propositions through efficient interactions with Marcom and Business and Distribution and CVM and Digital Enablement team so that all promotion campaigns are executed properly at all retailers. • Coordinates with the product development and services all the elements of the value propositions for Prepaid product line and targeting low value expats. • Defines the strategy of the loyalty and retention program for clients to avoid a high churn in coordination with Loyalty and Product Development, for Prepaid services and low value expats. • Defines the communication strategy and key messages based on the value propositions to be shared with the Marcom team.
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- Provides input to the devices strategy for the Prepaid in coordination with the Devices team. Ensures process and workflows are managed effectively and are regularly reviewed in order to constantly seek to improve levels of service delivery to customers.
- Plans, manages and controls the allocated budget.

C. SCOPE AND INTERACTIONS

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

D. KEY PERFORMANCE INDICATORS (KPI)

- Achievement of Prepaid mobile revenue targets & profitability targets
- Achievement of good evolution in customer and revenues coming from low value expat (segments 1 and 2)
- Effectiveness of Segmentation & Value Propositions
- Customer Satisfaction of Prepaid Customers and Low value Expats
- B2C Prepaid Customer market share and growth year on year
- B2C Prepaid VoC, DTU, NIR and loyalty engagement

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 8 years' experience in a similar role. Experience in defining and developing Prepaid products & solutions in Telecom.	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Marketing or Similar Preferred Certifications / Other Qualifications Any Relevant Certifications
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
VALUE PROPOSITION	Intermediate	Building Customer Value	Basic
CUSTOMER EXPERIENCE	Intermediate	Delivering Results & Fostering Collaboration	Basic
TELECOM PRODUCT DEVELOPMENT	Intermediate	Shaping Strategy	Basic
ONLINE SALES	Intermediate	Driving Change	Basic
CUSTOMER VALUE MANAGEMENT	Intermediate	Networking and Influencing Collaboratively	Basic
ONLINE CUSTOMER SERVICE	Intermediate	Leading Teams	Basic
PRICING	Intermediate		
Competency Level (Reference Range)	Basic	Intermediate	Advanced
	Low >----->	>----->	>----->High