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# Example of CRM Business Analyst Job Description

Our growing company is looking to fill the role of CRM business analyst. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for CRM business analyst

* Document and analyze user business processes and requirements
* Conduct testing of new or modified systems
* Serve as communications link between user and technical group
* Provide ongoing user support including troubleshooting and resolution of system issues
* Collaborate with marketing team to develop CRM strategies based on enrollment funnel and customer lifecycle including leveraging CRM data to create appropriate segments for targeting and analysis
* Assisting users with setup of campaigns/events
* Monitoring quality of data and processes Creating reports and queries
* Adding/Removing users, training new users and maintaining user documentation
* Assisting GT Team with management of system configuration, roll-out of upgrades, and implementation of new features and functionality
* Experience in Agile projects (Scrum, Kanban)

## Qualifications for CRM business analyst

* Proven experience in of functional design, business change, Operating model design and process design
* Understanding of the software development life cycle principles, background in software development
* Strong background in business analysis and/or system analysis
* Experienced in UAT and bug fix
* Prior experience in Digital POS / MS Dynamics CRM projects is highly preferred
* Background in insurance industry is a definite advantage