Downloaded from <https://www.velvetjobs.com/job-descriptions/customer-insights-manager>

# Example of Customer Insights Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of customer insights manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for customer insights manager

* Assist in managing the framing and articulation of problems and formation of hypotheses
* Interpret and articulate learnings from quantitative data and leverage them to develop project briefs for qualitative studies and inquiries
* Work with research agencies to manage the research process which includes defining research needs, providing research proposals, selecting external research suppliers/internal resources and proposing follow-up actions
* Aggregate and process qualitative data from various sources to enrich insights drawn from quantitative data
* Empathise with internal and external customer community groups to derive qualitative data
* Contribute to the derivation of customer segments
* Assist in on-going customer satisfaction and brand health tracking
* Work closely with business units to drive insights through the design process
* Serve as a primary business lead in conversations with our internal IT team for customer database performance and data quality governance, define business rules, identify and communicate data enhancements needs, QA and UAT
* Will manage new and existing business customer experience programs and be responsible for the vendor relationships, survey program management and reporting

## Qualifications for customer insights manager

* Thorough knowledge and experience of market and loyalty research methodology and practices
* A Bachelor’s degree from an accredited institution is required, preferably in a science discipline
* Analytical and strategic thinking – able to see the big picture from scattered pieces of information
* Customer research and insights experience
* Experience in a marketing, digital, e-commerce or consulting environment
* Customer expertise required