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# Example of Customer Insights Job Description

Our innovative and growing company is looking to fill the role of customer insights. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for customer insights

* Lead the successful development and integration of 360 customer database
* Gain a deep understanding of the business and information needs of the multi-functional team, and lead the team in solving critical business issues through scoping and hypotheses development supported with ICE and Market Research teams
* Rapidly perform exploratory data analysis, generate and test working hypotheses, and uncover interesting trends and relationships
* Serve as the Analytics data science expert, through active participation with ICE global and local teams, and provide insight based presentations to PM teams and communication that guide decisions affecting PM strategy
* Foster strong working relationships with key counterparts in Market Research, ICE, and Global Data Science teams to ensure that all relevant information is incorporated and integrated into analyses and the work done is optimized and aligned
* Builds a best-in-class research and insights team and capability that measures all aspects of the customer journey
* Clearly articulates/reports on how customers experience us and to synthesize key opportunity areas for senior leadership
* Identifies and deeply understands systemic customer issues/pain points
* Owns and leverages key customer measurement tools including Alaska Listens, IPSOS (Loyalty), JD Power, Customer - Advisory Boards, Officer Customer Callbacks, Vision Critical (5,000 customer database), and Brand Health tracking
* Leads custom research to support customer optimization, design, and product/marketing teams

## Qualifications for customer insights

* Knowledge of, or desire to work in, resort / tourism industry – preferred
* A bachelor degree in information management, computer science or related business, engineering or quantitative field
* Practical knowledge of Data Mining, Machine Learning, or Predictive modeling plus
* Microstrategy/ BI report development experience plus
* Strong independent contributor and team player
* Experience with multi-channel retail consumer data such as POS and clickstream data is plus