



Example of Customer Loyalty Job Description

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Our innovative and growing company is looking to fill the role of customer loyalty. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for customer loyalty

- Develop and manage key stakeholder partnerships on new and existing initiatives
- Understand and translate customer needs by segment into impactful marketing strategies across the customer lifecycle
- Partner with other colleagues from the digital strategy team the customer experience team to ensure that the loyalty program is aligned with the organizational roadmap for both digital and customer experience
- Responsible for creating, refining, and maintaining user stories and associated deliverables – process flows, test cases, – to meet development and stakeholder needs
- Provide project management support using approved project management processes, tools, and techniques
- Engaging relevant stakeholders to ensure targets are understood, agreed and approached with a consistent methodology and appropriately communicated through the business
- Facilitate alignment between Customer Marketing and Loyalty and regional teams (VPs & FP&A) within the planning timetable, allowing timely review of assumptions & ensuring that key targets are challenging but achievable (Gross Bookings, Gross Profit, Efficiency and Marketing Contribution)
- Working closely with Central FP&A/CFO to ensure delivery of forecast presentations, highlighting key assumptions, trends, sensitivities, risks and opportunities
- Ensure accurate inputs into Outlook and communicate any risks or

- Understand the customer needs and requirements and present solution

Qualifications for customer loyalty

- Responsible for providing direction, coaching and development of Customer Loyalty specialists
- Minimum 3-5 years in a Customer Support role with exception performance results
- Monday to Friday between 7 a.m
- Chat, telephone and email customer service experience
- Experience working in an e-commerce/company with significant online presence
- Interfaces with other internal departments as an expert in our business area