Job Profile for Customer Analytics Officer

The Customer Analytics Officer will be responsible for collecting and analyzing of customer data to identify customer behaviour and preference patterns, in order to accurately understand preferences of customer segments and improve overall customer satisfaction.

Role Qualification:
Academic/Professional: Relevant first degree in any course.
Work Experience: 1 - 3 years professional experience in related position.

Key Responsibilities:

- Benchmark customer feedback results to the customer experience with key competition.
- Collate and analyze available data on different products to reflect performance and reliably predict customer preferences.
- Collate and analyze data from complaints reports (from customer and on product concerns) periodically to identify complaint trend, especially recurrent issues.
- Compare and correlate available customer, product and competitor information to support customer insight and effective customer segmentation.
- Circulate the results of the quarterly mystery shopping exercise and propose improvement initiatives and monitor these improvements by tracking NPS scores.
- Assists with the delivery of a reliable mystery shopping exercise mystery shopping exercise to evaluate the current service standards and identify gaps across various service touch points – Welcome Centre's, Online channels, Contact Centres, Claims, liquidations amongst others.
- Provide hands-on support for quarterly Focus Group sessions with Customers to understand Customer needs.
- Track and report trends in product performance for different customer segments/ profiles across all AXA Mansard businesses.
- Monitor implemented TAT to drive customer satisfaction.
- Provide necessary assistance to implement and support for improvement projects.
- Any other responsibilities that might be required by the Business / Group Head/CEO from time to time.

Required Skills and Competencies

- Knowledge of insurance products and operations
- Good understanding of customer analysis
- Excellent analytical and data mining skills, being able to analyse large volume of data and make recommendations to management.
- Proficient in Microsoft Skills (Word, Excel, Power Point)
- Excellent communication skills including business writing skills & presentation skills
- High level of initiative and a self-starter, must be self-motivated, with high energy and an engaging level of enthusiasm
- Ability to follow through on highly sensitive work-related issues via appropriate channel.

Interested Applicants should send their CVs to **jobtalentrecruit@axamansard.com** stating the role applied for as subject of mail. e.g., **"Customer Analytics Officer".**