

Customer intelligence Analyst

Job Mission

As part of the Performance Management team, CFU is acting as a support for the Bank's cross channel contact and commercial strategy.

Therefore we are leading 4 tightly connected activities:

Data Integration: functional management of the Datawarehouse

Business Intelligence: dashboards and ad-hoc reporting using the SAS BI Suite

Customer Intelligence: analysis, scoring and modeling to improve our customer insights (SAS EM)

Campaign Management: creating, improving and executing the marketing/commercial campaigns - leads generation, mailings... (IBM Unica)

We are looking for someone skilled and flexible to perform multichannel customer intelligence by leveraging on our existing and future web analytics.

Key Accountabilities

- Analyze and model our customer's profile, with a focus on online behavior.
- Support and improve our contact strategy
- Provide simple to more complex data analysis to other internal departments.
- Ad-hoc data querying

Key Profile

- Commercial engineer, Master in Economics, Statistics or similar ;
- Data querying experience is a must (MS ACCESS, SQL SERVER, SAS,...) ;
- Experience in working with web analytics
- A first experience in a similar function is a plus but not a must ;
- Interest and good knowledge/understanding of the banking sector/products ;
- Good knowledge of French and/or Dutch and fluent in English ;
- Analytical spirit, details oriented and meticulous ;
- Able to see the overall picture ;
- Well structured ;
- Stress resistant ;
- Curious, entrepreneurial ;
- Sense of urgency.

Offer:

- A dynamic and innovative environment
- And attractive and extensive role within a young team
- An interesting remuneration package

Contact:

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Your Recruitment Challenger...

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