



# Customer Retention

## Programs Manager

### Department: Marketing



#### Role

- ◆ This role ensure proper thinking and implementation of the retention supporting programs derived from retention strategy
- ◆ This is not a regular job, it's a mix of research and analysis, product development and project management roles. We are looking for senior experienced people in customer programs/products development as this is a regional priority.
- ◆ Analytical skills are a must for this role as the real insights on the customer behavior will be taken from big data analysis in calibration with surveys results and focus group reveals.
- ◆ This role have to be able to influence stakeholders, change mindsets and behaviors in the field therefore should be able to be more than a subject matter expert.
- ◆ He is able to lead workshops with people from various departments at any seniority level, in order to identify new retention activities and build strategical programs.



#### Requirements

- ◆ Customer oriented mindset balanced with focus on efficiency
- ◆ Proactive person with good listening and learning capabilities
- ◆ Competence in sharing ideas and influence wide audiences
- ◆ Understand the financial activity related to personal loans
- ◆ Able to read the market research insights related to customer needs
- ◆ Proven analytical abilities and capacity to identify conclusions based on a limited set of information.

Trimite aplicatia sau recomandare tale, pe adresa: [cariere@provident.ro](mailto:cariere@provident.ro)

\* specifica in subiectul email-ului pozitia pentru care aplici