

Job Description

Customer Experience - Analyst

Description

Job Purpose: First and foremost, to be a champion for our company and brands, and love what we do. The Customer Experience Analyst will analyze data and intuition to help craft our customer experience strategies. Conduct efficient, accurate, and meaningful analysis with meticulous attention to detail and pragmatism to see them through to implementation and beyond. They will create points of differentiation between RAC, competitors and other substitutes. You MUST be obsessed with the customer and turning them into advocates for our brands.

What you'll do:

- Develop an intimate understanding of our customers and assist in building customer-centric, value-driven CEX solutions that drive significant NPS, conversion and retention improvements.
- Be the data expert on our VoC platform and proactively identify any trends, abnormalities, etc., regarding results, data intake, program health, etc.
- Identify issues and problems, and recommends solutions
- Demonstrates understanding of basic (and RAC's) financial reporting in order to support analyses and develop pro formas
- Maintain organizational awareness of our strengths and opportunities across key stakeholders and executives, as well as track progress for areas being addressed.
- Support integrating Voice of the Customer program to provide actionable customer feedback to the right people to immediately identify and address customer service opportunities as they occur (i.e., close the loop)
- Help develop regularly updated enhancements around the VoC program and platform
- Provide data analysis to assist in continuous customer experience improvement initiatives that improve customer experience, measured through NPS, conversion and retention, across the entire journey

Qualifications

You must be:

- Highly motivated, resourceful problem-solver with the ability to collaborate effectively across functions
- High-energy, focused, and obsessed with customer experience
- Demonstrated effectiveness in the use of computer tools e.g., Excel, Word, Access, and other internal databases/systems
- Experienced (5+ years) with data analytics, organization-spanning implementation and change management preferably in retail, service, financing, or hospitality
- Serves as an effective support resource to team members in key meetings
- Write grammatically sound and precise documents and presentations and can craft messages at the right level given the audience seniority/needs
- Undergraduate degree (required) and MBA (preferred)

#LI-RAC

#LILH