**Customer Analytics Lead**

**Apply Now**

Company: Vodafone

Location: Istanbul

Category: other-general

**What you'll do**

Your dream job does exist.

Discover it at Vodafone!

We are looking for a **Customer Analytics Lead.**

First things first: Our Brand.

Here are the key behaviours that help us bring our Spirit and Purpose to life:

• Earn customer loyalty: Small things do matter.

• Experiment, learn fast: Just take the chance.

• Create the future: That's possible.

• Get it done, together: It's up to each of us to make it happen.

Here, everyone can feel free to be themselves and express their ideas.

We are proud to have the most flexible #hybrid way of working in Turkey.

Together with your team, you can decide which days to come to the office depending on your work requirements.

Another favorite: Meeting-free afternoons! Every Friday, arrival of the noon means we can start to take it easy: spend time working on our personal development or catching up with our team. We call this #CumaKafası (Friday mood).

And yes we are Agile! The world is constantly changing. And we cannot afford not to!

Our journey began by simplifying our organizational model and transforming into a more

agile structure that now we use extensively, especially in our development processes.

**Why is this role really critical to us?**

Understand voice of customer via Skyline project and multichannel behavior of customers to produce actionable insights across the organization.

**How will you spend your time at Vodafone?**

Support the squad by providing ad-hoc analysis to predict and interpret the business trends for key decisions. Automate analytics and predictive alarms/triggers.

Keep the squad informed of trends and opportunities by proactively analysing current business analytics, processes, market intelligence and best practices to develop strategies that drive cost reduction and a differentiated client experience.

Develop methods utilizing new or existing research/data to improve overall customer experience that leads to increased targeted sales and maximized performance. Conduct data-mining analyses for customer's journey in call-center channel.

Create actionable insight and understanding, through the analysis of both quantitative and qualitative data, building recommendations that directly address business objectives.

Use interaction data and conduct root-cause analysis to deliver actionable insights that drive quantifiable improvements to customer experience.

Understand the multichannel behaviour of customer and produce actionable insights to improve customer's digital care journeys and to predict before it happens steer to digital

Contact with BI, DWH and Big Data Teams to search which data can be used for our analysis.

Build heat maps, dashboards and other visualization presentations from DWH sources using BO and data presentation tools.

Lead analysis to increase the effectiveness of the digital care channels

Develop predictive and statistical models and analyses for customer's journey in multichannel view

**You are just the person we've been looking for, if you have:**

BS degree in a computer/statistics/maths/engineering disciplines

Good level of English

Excellent command in MS Office Programs especially in Excel

Strong ability in planning, reporting and analyzing

Experience of working with large volumes of data

Excellent level of SQL knowledge

Excellent level of Logic, Analytical and Critical thinking capabilities

Ability to source, analyze data and use related tools (Excel, Business Objects, Knime, SPSS Modeler, Python)

**Get to know us**

If you want to know more about us and what we do, then visit our website:

Instagram:

Youtube:

This role has a #Hybrid working model

Wait for it: Our benefits!

We like to keep them flexible:

• Vflexy: Flexible Benefits Program

• Hybrid working kit

• Ergonomic kit allowance

• Digital meal voucher

• Flexible transportation allowance.

• Employee assistance hotline & counselling

• Comprehensive and flexible private health insurance

• Discounted price deals for wide range of products & services


Plus, plenty more to enjoy!

#LI-Hybrid


**Data Privacy**

By applying for this job, you accept the Vodafone Privacy Policy. Please visit Privacy Policy web

page at for further details.

**Apply Now**

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