

Customer Insights Officer

We are looking for an experienced Customer Insights Officer to lead and assist us in understanding the needs, behaviors, and experiences of COL's existing and potential customers.

This role will focus on leveraging our extensive customer datasets and customer feedback data to provide insights that can help us improve the overall customer experience and drive customer loyalty.

JOB DESCRIPTION

- Gather and analyze data of existing and prospective customers, and translates them into customer or audience insights
- Draft, execute, and analyze the company's NPS and CSAT initiatives on a regular basis
- Make recommendations based on the studies made and the data gathered, to ensure that the company can provide the products, services, or actions needed to improve customers' overall experience
- Collaborate with other departments in the creation and analysis of their own campaigns and projects, where customer insights are required
- Support and execute research initiatives/studies in support of the company's business objectives

Customer Insights Officer

JOB REQUIREMENTS

- Preferably with at least 3-5 years of relevant work experience in market research, data analytics, or related field
- With strong analytical skills to analyze qualitative and quantitative data
- Must have great communication skills, and is able to present their analysis and insights with ease
- Proficient in Excel, PowerPoint, and business intelligence or data visualization tools

INTERESTED IN THE ROLE?

Send us your résumé through apply@colfinancial.com and we'll get back to you as soon as possible.

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