



<https://fintechnews.my/job/crm-analytics-manager-digibank/>

## CRM Analytics Manager- Digibank

### Description

Grab looking for a highly motivated and experienced analytics professional to join their new Digi Bank CRM initiative. In this role, you will play a key role in shaping the future of our customer relationship management (CRM) strategy. As a Digi Bank CRM Analytics specialist, your responsibilities will include managing the end-to-end analytics scope of Grab Digibank CRM initiatives, ensuring a delightful customer lifecycle, implementing Salesforce Marketing Cloud or equivalent technology-based CRM programs, designing and implementing essential campaign data pipelines, and building and maintaining campaign measurement dashboards. You should be able to work independently as well as in group initiatives and effectively communicate problem formulation, solution, analysis, and insights to wider team members and stakeholders.

### Responsibilities

- Lead and manage the end-to-end analytics scope of Grab Digibank CRM initiatives to deliver a delightful customer lifecycle.
- Implement ETL for running campaigns on the Salesforce marketing cloud or equivalent technology-based CRM program.
- Design and implement essential campaign data pipelines to create campaign Automation.
- Build and maintain campaign measurement dashboards that are acknowledged as the primary source of business impact done by the CRM team.
- Conduct advanced statistical analysis and simulate their impact on the Grab Ecosystem for CRM centric business insights.
- Effectively conceptualize analyses and present them across business stakeholders and country marketing teams.
- Work independently or in a team to solve complex Digibank-related problem statements.
- Act as a bridge between Country Digibank teams, CRM, Performance Marketing, Product, Customer Experience, and Ops.
- Develop and execute necessary analyses or A/B tests to validate experiments and models and perform detailed analysis to identify improvement opportunities.
- Define hypotheses and execute necessary tests, experiments, and analyses to prove or disprove them.
- Communicate effectively about problem formulation, solutions, analyses, and insights to team members and

### Qualifications

- Bachelor's or Master's degree in a relevant field, with a specialization in dealing with large data sets, user behaviour, or optimization techniques.
- Minimum five years of relevant post-degree experience in solving large-scale complex problems, especially in Digi Bank, FinTech, App-Based, Online Marketplaces, transport, or logistics business.
- Proficient in Big Data Architecture and frameworks to set up CRM or similar

### Hiring organization

Grab

Grab is Southeast Asia's leading superapp, offering a suite of services consisting of deliveries, mobility, financial services, enterprise and others. Grabbers come from all over the world, and we are united by a common mission: to drive Southeast Asia forward by creating economic empowerment for everyone.

### Employment Type

Full-time

### Industry

Software Development

### Job Location

Petaling Jaya, Selangor, Malaysia

### Date posted

January 8, 2024

APPLY

types of Automation programs.

- Solid understanding of ETL pipeline, SQL, and programming languages like R and Python.
- Knowledge of computing platforms like Spark, Airflow, and Presto/Trino on multi-cloud environments like Azure, AWS, and GC.
- Development experience with visualization tools like Power BI, Datorama, or open-source visualizer, e.g., R Shiny.
- Self-motivated, independent learner, and enjoys sharing knowledge with team members.
- Detail-oriented and efficient time manager in a dynamic and fast-paced working environment.
- Excellent command over communication and presentation Skills.