

# Customer Relationship Management Analyst Job Description

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## Duties and Responsibilities:

- Develop CRM activities plan for both B2C and B2B businesses in order to build customer loyalty and drive consumption
- Deliver customer insights and make recommendations by performing data analyses and post activity evaluations
- Responsible for identifying different customer profiles, and carrying out the optimization of CRM/marketing activities by defining market sectors and customer selection based on customer profiling and segmentation
- Responsible for initiating and organizing mini surveys to gather deeper customer insights on CRM related topics
- Responsible for identifying key trends and factors influencing customer behavior, like consumption and brand loyalty
- Undertake spontaneous initiation of any analysis that can generate customer insight or operational projects to add value to the customer relationship
- Conduct assessment of CRM programs, club communications, and promotional activities according to their efficiency and profitability
- Serve as a custodian of customer database, and responsible for the maintenance and management of customer data to ensure data integrity
- Provide support for local, regional and international CRM projects as applicable in the organization
- Provide timely and accurate monthly reporting of KPI
- Responsible for hands-on modeling and analysis of marketing campaigns to determine the best mix of channels and messaging
- Partner with cross functional stakeholders to develop and execute campaigns that optimize customer loyalty and lifetime value

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- Measure, analyze, and report performance metrics pertaining to the organizations' loyalty program
- Provide support for the development of predictive models, customer segmentation studies, and reports
- Responsible for optimizing and measuring social media campaigns
- Develop and own customer models to predict customer response rate, customer frequency rate, customer life-time value (LTV), etc.
- Drive long-term business growth by owning the customer lifecycle, including customer acquisition; optimizing contact strategies and promotional strategy; and building loyalty
- Identify, recommend, and implement quality and efficient improvements to CRM processes.

### **Customer Relationship Management Analyst Requirements – Skills, Knowledge, and Abilities**

- Education: Customer relationship management analysts require a Bachelor's degree in Business, Marketing, or Statistics, or in a quantitative field, such as Mathematics, Finance, or Economics. However, an equivalent combination of education and experience is also acceptable depending on the recruiting organization.
- Knowledge: They require a working knowledge or experience with NetSuite or similarly-structured CRM application; HubSpot, or similar marketing automation software; experience working with web/online application/projects; experience with CRM/ database marketing and customer analytics; and 2-5 years sales operations or business development experience is required to work as a CRM analyst
- Analytical and statistical skills: They require strong analytical skills with ability to deliver insightful ideas and draw findings from figures. They must be able to undertake data analysis using advanced statistical tools such as SQL, Python, etc.
- Interpersonal skills: They require this skill to develop and build relationships
- Communication and presentation skills: They must be able to communicate effectively both verbally and in writing, as well as able to

communicate quantitative information in a clear and informative manner

- Product management skills: CRM analysts require the ability to develop and manage project schedules, identify risks, and clearly communicate them to project stakeholders
- Organizational skills: They must pay attention to detail and possess the ability to manage multiple initiatives simultaneously to enable the effective management of internal and external relationships
- Leadership and teamwork abilities: They require the ability to give clear and consistent instructions to team members
- Computer skills: They must be proficient in utilizing Microsoft Office products, including but not limited to Word, Excel, PowerPoint, and Outlook
- Problem solving and decision-making skills: Customer relationship management analysts also require excellent problem solving and decision-making skills to identify risks, provide market insights, and draw valid conclusions from findings using available data.