

Assisted Offline Sale Analyst - Marketing

Role Summary

Responsible for optimizing the operator of the call center to maximize its conversion rate. It acts as a nexus between the Digital Marketing team and sales centers, to ensure the optimization of the end-to-end sales funnel.

Responsibilities

- ☐ Measuring the call center's sales funnel periodically, understanding major causes of losses
- ☐ Identify opportunities for improvement; propose, implement, measure and refine initiatives to increase conversion
- ☐ Understand interrelationship between marketing campaigns and call center conversion; work with internal and external teams to implement initiatives that improve the efficiency and efficiency of the end-to-end sales process
- ☐ Ensure balance between call center supply and demand; estimate future demand and adjust supply accordingly; understand supply adaptability
- ☐ Measure the daily performance of the call center and react quickly to variations in performance
- ☐ Provide call center operations details to the marketing team
- ☐ Communicate call center improvements to the rest of the organization; inform the call center of campaign objectives and ensure their participation in the process

Key Skills

Knowledge of the process

I.Experience in offline sales channels

II.Knowledge of the digital sales funnel

Agile Experience

I. Ideally he/she has experience in Agile Development and convenience to work on iterative processes

Individual Skills

I. Ability to align multidisciplinary groups behind common goals

II. Ability to take multiple tasks simultaneously and work with deadlines

III. Ability to interact with different levels of the organization

IV. High degree of professionalism and attention to detail

V. Execution capacity

Mindset & Behaviors

I. Confidence, responsibility, action-oriented attitude, sense of urgency

II. Believe in a non-hierarchical culture of collaboration, transparency and trust across the team

III. Ability to work both individually and collaboratively as a team

IV. Experimental mentality to promote innovation