



FICHE DE POSTE

L'ORÉAL

CRM OPERATIONS, PERFORMANCE, DATA (Réf 482)

CRM OPERATIONS

- Be the Business counterpart of IT to support the CRM strategy
 - Lead platform upgrades, prioritization, roadmaps, cost model and timeline
 - Set up functional processes and guidelines for on going data management and monitoring to ensure data quality
- Ensure functional consistency of cross channel roadmaps for seamless integration towards 360° customer view
 - Coordinate with all other technical platforms part of the consumer journey (retail, e-commerce, customer care...)
 - Coordinate business requirements in close link with countries and division team
- Support countries, leverage synergies and assure user adoption of the platform in collaboration with the IT team
- Animate CRM community around key platform evolutions and new services

CRM PERFORMANCE & DATA

- Define data collection strategy in line with CRM & Loyalty strategy
- Collect data from a variety of sources : consumer data, shopper data, ecommerce data, CRM data, market & business data, zone & country data, competitor intelligence
- Create the segmentation for the brand based on purchase history
- Drive countries to leverage data to better personalize communications
- Gather data to feed the offline & online experience
- Gather zone & country insights & feedbacks
- Make recommendations to the category team according to knowledge of the consumer, zones, countries
- Followup and measure performances of CRM strategy by setting up the right dashboards and action plans

What we're looking for :

- 2nd/3rd job, with a CRM expertise, esp. CRM platforms
- Ability to prioritize countries needs to drive the implementation of the tools and dashboards
- Ability to represent business needs and work in close collaboration with IT departments, maintain a roadmap, deploy...
- Good knowledge of Data ecosystem & CRM technologies
- Mastering at least one of the following platforms: Power BI, Adobe Campaign, Loyalty + (Merkel), Google Cloud Platform (GCPF).



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Rencontrez les équipes de L'ORÉAL à Levallois le 9/12/2021

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