Customer Insights Expert

Allianz

Rotterdam

Apply


You are responsible for (doing) both quantitative and qualitative customer and market research and you are the contact person for external research agencies. You build up the research framework for proposition development and ensure that your fellow marketers and product managers can work with the right insights. In addition, you respond to the research needs of project or agile teams. You are familiar with the latest developments in market research, research techniques and tools.

You are also responsible for making reports and analyzes based on customer and prospect data. You have experience with large data sets and analysis tools. You are able to translate this into insights and specific advice where colleagues within and outside the marketing domain can improve their campaigns and propositions.

You are a critical, solution-oriented discussion partner for your colleagues. You are a passionate and analytically strong data specialist. You proactively report and advise your colleagues from your expert role in insights and data-driven marketing.

Communicatively you are strong. You are a solid discussion partner for fellow marketers and senior management and you can communicate your position both orally and in writing. You easily connect with others and bring interests together. You also have a well-developed commercial insight and you are (also when data is not immediately available) creative in gathering the necessary insights to give good advice.

You are part of the Customer Experience & Analytics team and you are a driving force behind the ambition of Market Management within Allianz Benelux to bring customer and data-driven work to a higher level.

You provide customer and market information and you can translate this into actionable insights, on the basis of which marketing colleagues and management can make decisions for both the daily marketing operation and strategic issues. You are a driving force in the more customer-focused and more data-drivening of Allianz Benelux.

**Marketing research**

- You are responsible for developing market research plans, including the research framework for product and proposition development
• You ensure the coordination and execution of qualitative and quantitative research trajectories.
• You maintain the relationship with various research agencies
• You build an insights database
• You are an expert and contact person for research questions from specific (agile) projects.

Customer data
• You advise from a data analytical perspective (fact-based) on issues related to retention, customer value, segmentation and profiling
• You make various structural and ad hoc reports of customer and market data.
• You make analyzes of large datasets and use data and analysis tools
• You form the bridge between the business and the colleagues of the Data Office and the data scientist within Market Management

Job requirements
• 3+ years of experience in market research and / or (customer) data analysis
• HBO / WO work and thinking level with a preference on marketing / business economics or analytical area
• Able to translate results from research and data analysis into clear conclusions and actionable insights
• Able to communicate insights easily and clearly to a broad group of stakeholders and with excellent listening, critical thinking and writing skills
• Experience with complex data files and knowledge of excel and other analysis tool
• Passion for numbers and data with an eye for detail
• Independent, result-oriented, problem-solving and proactive
• Good oral and written communication skills in Dutch and English. French is a plus
• Experience in the insurance sector is a plus

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