ROLE DESCRIPTION:
CUSTOMER AND CRM ANALYST

WHAT YOU DO

As a Customer and CRM Analyst, you will be responsible for analysing customer data and drive the CRM agenda, ensuring an effective utilization of CRM data to enhance customer relationships, improve customer experiences, and drive business growth.

Your role involves overseeing data management, implementing CRM strategies based on Global guidelines and collaborating with cross-functional teams to leverage customer data for targeted marketing campaigns and personalized customer interactions cross paid and owned activities. You will play a key role in optimizing customer engagement, retention, and loyalty through the effective use of CRM tools and analytics.

WHO YOU ARE

You have strong customer and commercial focus with proven ability to drive results and work towards goals.

You are analytical and insight-driven and have a strong interest in customer, customer behaviour and how that impacts customer experience & engagement and future business value.

You are driven by turning insights into actions and present your findings and recommendations in a clear way to stakeholders across functions.

You enjoy working on a strategic level as well as hands-on with data and visualisation to perform your analyses and reporting.

HOW YOU DO IT

By acting in line with our values, having the right mindset and leadership [if applicable] you contribute to H&M's business success.

You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration

You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative ideas and explore growth opportunities

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

WHAT YOU DO

Your responsibilities

Customer Data Analysis	Utilize and analyze CRM data to gain insights into customer behavior, preferences, and interactions with the company. Analyze and visualize customer data to identify trends and opportunities to optimize customer engagement and satisfaction.
CRM Strategy Implementation	Collaborate with Strategy & Planning and Omni Sales teams to develop and implement CRM strategies aligned with business goals. Utilize global CRM capabilities to drive customer acquisition and retention tactics, adapted to fit local needs.
Customer Journey Optimization	Utilize global frameworks to analyze and drive customers through the customer journey and identify opportunities for improving customer experiences and engagement together with cross-functional teams.
Performance Tracking	Track key performance indicators (KPIs) related to CRM activities, such as customer retention, customer lifetime value (CLV) and engagement metrics, to identify opportunities to reach our target customers better and drive incremental sales.
Diagnosis and Target Setting	Work together in the team to identify how we are tracking towards long-term goals and why/why not we are performing, including macro analysis and competitor intelligence. Specifically responsible for understanding the health of the customer base and how that feeds into the overall diagnosis. Use these insights to support the strategic direction and set new long-term goals.

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education *list relevant formal eduction, eg. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role*	• Bachelor's degree in Marketing, Business Analytics, Economics, or a related field. An advanced degree or relevant certifications are advantageous.
Skills *list the most important skills needed to perform the job. Skill is defined as ability to use knowledge in execution and performance. Skills can, but don't have to be related to formal education, eg. accounting skills, digital marketing, stakeholder management, communication skills.*	• Self-motivated, result oriented problem solver with strong business sense to be able to put insights into the right context • Proficiency in using CRM platforms and familiarity with data analysis and reporting tools. • Knowledge, skills and interest in business and customer analysis • Strong analytical skills and proficiency in data analysis tools and statistical techniques. • Excellent communication and presentation skills to convey analysis findings and recommendations effectively. • Ability to translate insights into actionable strategies and support cross-functional teams in decision-making with the ability to drive recommendations through to key stakeholders. • Detail-oriented with the ability to manage multiple projects and deadlines. • Understanding of customer journey mapping and customer experience principles.
Experience *list relevant previous work related (and private if applicable) experience that could be beneficial for the role*	• Proven experience (typically 3+ years) in CRM management, customer analytics or related roles. • Experience from analyzing and manipulating large data sets using SQL, Python or other programming languages • Experience working in PowerBI, Tableau or other data visualization tool is highly meriting • Experience with creating and maintaining strong working relationships with people from different business functions • Meriting competence within digital/tech and omni ways of working

General information

HOW YOU DO IT

Your behaviours: living the values, growth mindset, leadership (if applicable)

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it. This part applies to all roles at H&M and should not be edited.

Our Values	Values in action
All colleagues within H&M Group share the same values. They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.	Our values are put into action through their key behaviours/competences, that guide all colleagues across H&M Group to perform a task successfully regardless of role. See below.
• We are one team • We believe in people • We are entrepreneurs • We make constant improvement • We are cost conscious • We are straight forward and open minded • We keep it simple	• Collaboration (e.g., the ability to be collaborative, inclusive, engaging) • Empowerment (e.g., the ability to be empowering, trusting, listening) • Innovation (e.g., the ability to be innovative, risk-tolerant, flexible) • Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn) • Resourcefulness (e.g., the ability to be resourceful, responsible, proactive) • Honesty (e.g., the ability to be open-minded, sincere, self-aware) • Clarity (e.g., the ability to be clear, efficient, effective) *[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]*

OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role.