

# CX and Insights Specialist

Coimbra - Portugal

We are looking to build a team focused on Customer Experience and Insights to support our Business and Product Development activities. This team will have a fundamental role: to understand the end-consumers, their interests and behaviors, and how they react when facing software solutions. Then, to identify potential UX issues and make proposals to solve them. The goal of this team is to make sure that the end-users make real use and promote the software that is created by the company.

Our company works for the global market, with software running in more than 42 countries, so if you are looking for a career challenge this is the opportunity for you.



## Key Responsibilities

- Conduct market research (primary and secondary) and identify market/industry trends;
- Conduct competitor analysis;
- Get customer feedback through direct interviews and surveys;
- Observe customers using the App and do market visits to understand customer in first hand;
- Conduct validation of possible solutions with customers and end-users;
- Create dashboards and reports of findings to share with the team;
- Create strategies for user acquisition and user retention, influencing the design of marketing campaigns and identifying product enhancements;
- Measure user-engagement, growth and churn. Identify all the possible issues;
- Suggest strategies to augment the customer experience and cultivate customer loyalty.

## Requirements

- Must have excellent communication skills and be highly fluent in English;
- Knowledgeable about Mobile Apps and Digital Technology;
- Experience on interpretation and data analysis;
- Ability to build regular deliverables through Power Point, Word, Excel, Google tools;
- Be a good listener, to understand the consumers, identify their pains and expectations.
- Should have good skills of creative thinking;
- Proactive, highly flexible, highly organized and able to work with deadlines and multi-tasking;
- Should have good presentation skills;
- Team oriented and able to work in a fast-paced environment;
- Availability to travel abroad.

## Additional Information

- Job location: Coimbra (Portugal)
- Position Type: Full-time
- We offer a competitive compensation package as well as an environment conducive to personal and professional growth

APPLY