

## IKEA Business to Business Sales Account Manager / Designer

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Company: Tanqeeb

Location: Salmabad

Category: other-general

### Company Description

**You see things a little differently. So do we. We believe that what you value is more important than what your CV says. Come see things a little differently with us and help us create a better everyday life for the many people.**

Do you value simplicity, cost-consciousness, a humble attitude and willpower? Then an IKEA career may be right for you.

### Purpose :-

To develop sales in an efficient and effective way in all media in order to attract more customers to come more often and buy more. We do this by optimizing our sales priorities, commercial activities and ensuring the right forecasts for our total offer. Our main responsibilities are developing & establishing IKEA as destination for Start Up & Everyday businesses . This ensures an enjoyable, convenient and successful shopping and buying experience, which leads to increased sales and sustained long-term profitability.

### Core Competencies :-

Local B2B and Furnishing Market understanding.

Interest in people's everyday life at home & Business and furnishing.

Experience of working in a B2B customer-focused service industry.

Understanding of customer behavior. And Understanding and active Home furnishing the IKEA way.

Ability to prioritize and organize work in order to make the most efficient use of time available.

Ability to set expectations and provide clear direction.

Experience of using knowledge of customer shopping behavior to develop business plans

Understand interior design and trends that influence.

Collaboration / Cross-functional work.

### **Accountabilities :-**

To optimize IKEA BUSINESS sales and sustained profitability by actively working with the customer segment of business owners.

IKEA BUSINESS is different from core-areas-of-the-home, as it is not limited to a specific range area but is a horizontal business serving a customer segment, which requires working across all functions and range areas to achieve best results.

To lead and implement the IKEA BUSINESS action plan by working in collaboration with the commercial team and local marketing by using your knowledge of our customers, our complete range, the local market, competition and the experience and expertise of your colleagues.

To establish the IKEA store as the first destination for furnishing businesses in our local market.

To lead IKEA B2B department and work closely together with the team to reach the sales target and maximize revenue through the right planning and strategies.

To analyze the customer experience end-to-end performance across different stages and touchpoints.

To generate actionable insights that support internal stakeholders in the decision-

making process.

To build data-driven recommendations to optimize productivity, value and customer delight.

To identify new customer experience opportunities and pain points.

To gather multiple data sources by working closely with internal stakeholders.

To champion the development of CX performance dashboard for a unified view.

To assess and predict CX outcomes that impact the return on experience and customer lifetime value.

To categorize, evaluate and monitor customer segments (Detractors, Passives & Promoters)

To conduct competitive CX analysis and CX intelligence reports.

To report weekly, monthly and tertial CX performance and feed insights across different forums.

To conduct qualitative and quantitative research whenever validation and further analysis is required.

To hold up-to-date knowledge via training and on the job learning.

### **Qualifications:-**

Bachelors in Business Management; emphasis in statistics or research will be an advantage

### ***Experience :-***

Minimum of 3 years of experience in similar analyst role, preferably within the Retail sector or other industries such as Consultancy, Banking, Insurance, Telecom and Services. Home Furnishing background will be an advantage.

Greater knowledge and understanding of consumer behavior and customer experience

performance metrics in an omni-channel environment.

Established experience in Excel, Advanced SQL, Data Analytics (with Python or other) is a plus, CRM, ERP, Power BI, Google Analytics, DMS, Social media sentiment analytics, VoC Platforms and performance monitoring and reporting tools.

Have conducted and managed mystery shopper along with other qualitative and quantitative research activities.

Strong communication, presentation and reporting skills, crafting comprehensive and insightful analysis that is presented in a clear, simplified, and compelling manner to improve and support decision making.

Strong problem solving, data science, project management and analytical skills; turning insights into opportunities.

Previous experience in managing and developing performance dashboards.

Advanced analytical skills with ability to process complex calculations and correlations, large amounts of data, KPI tracking with the ability to identify opportunities and challenges related to growth, and data visualization.

Fluent in English and Arabic in communicating and presenting.

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