

### **Customer Experience Specialist: Omoda**

We are looking for a Customer Experience Specialist for Omoda to oversee the customer operating and customer loyalty programmes and events.

To be successful in this role, the ideal candidate is to be mainly responsible for the customer operations department, responsible for building customer operation and customer loyalty programmes for the Omoda Brand. He/she will need a creative skillset which enables them to brainstorm new initiatives.

Ultimately, the candidate will ensure that their area of responsibility meets and exceeds the expectations of our business objectives and contributes to the company's success in the long run.

#### **Responsibilities:**

- Development and management of a customer loyalty programme for Omoda and create lifetime value through the programme.
- Evaluate the performance of the programmes and investigate opportunities to recommend promotions and strategies that drive member engagement (e.g., ROI, new member acquisition and activation goals).
- Planning and execution of Omoda customer events. Support with project and event executions for the Brand.
- The organisation's completion of both online and offline customer activities
- Set up a scoring system for customers to recommend potential customers to purchase cars.
- Manage all day-to-day activities associated with the overall success and growth of assigned loyalty programmes and customer events.
- Completion of dealer instruction manuals.
- Recruitment of new customers and brand ambassadors for the Omoda brand
- Keep records of customer interactions or transactions, recording details of inquiries, complaints, or comments, and actions taken in collaboration with the customer care department.
- Track and compile regular user analysis data based on sales information (customer portrait analysis, customer demand analysis)
- Dealer customer operation support (activity guidebook, execution guide)
- Develop long-term customer operation strategy output and adjustment, coordinate with Brand and aftersales department. Support in marketing strategy by providing ideas based on customer analysis.

#### **Requirements:**

- Bachelor's degree
- 2 - 5 years' experience in marketing / brand coordination

#### **Skills:**

- Excellent written and verbal communication skills.
- Ability to manage multiple priorities.
- Presentation skills and MS Office suite skillset.



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- Be able to work under deadlines.
- Better to have Moderator experience and no stage fright.

Please forward your CV to [hra@chery.co.za](mailto:hra@chery.co.za) and use reference CUSTEXPER.