

CRM Specialist

Delhi, Delhi, India · 4 hours ago · 0 applicants

₹20K/month - ₹30K/month · On-site · Full-time · Executive

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About the job

Skills:

Communication, b2b, b2c, client handle, Project Management, Customer Relationship Management (CRM),

Job Profile Description: CRM Specialist

Position Title: CRM Specialist

Department: Marketing

Job Summary

:

As a Customer Relationship Management (CRM) Specialist within our travel agency, your primary responsibility is to manage and optimize customer interactions and experiences throughout the entire customer lifecycle. You will utilize CRM tools and strategies to enhance customer satisfaction, retention, and loyalty while driving business growth and revenue.

Key Responsibilities

- Develop and implement CRM strategies to attract new customers, retain existing ones, and maximize customer lifetime value.
- Collaborate with the marketing team to integrate CRM strategies into broader marketing campaigns and initiatives.
- Design and execute targeted email marketing campaigns, newsletters, and promotional offers to engage customers and drive sales.
- Monitor customer feedback and sentiment through various channels and respond promptly to inquiries, complaints, and suggestions.
- Develop and maintain strong relationships with customers through personalized communication and exceptional service.
- Track and analyze the performance of CRM initiatives, campaigns, and strategies.
- Generate reports and dashboards to provide insights into key metrics such as customer acquisition, retention rates, customer lifetime value, and campaign effectiveness.
- Make data-driven recommendations to optimize CRM efforts and improve overall customer experience.

Qualifications And Skills

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Proven experience in CRM, preferably in the travel industry or a related field.
- Strong analytical skills with the ability to interpret complex data sets and derive actionable insights.
- Excellent communication and interpersonal skills, with a customer-centric mindset.
- Creative thinking and problem-solving abilities to develop innovative CRM strategies and solutions.
- Ability to work independently as well as collaboratively in a fast-paced, dynamic environment.

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