



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## Manager Customer Retention Strategy

**Job ID** 279505-en\_US-3807

**Web Address**

[https://careers.indigenous.link/viewjob?jobname=279505-en\\_US-3807](https://careers.indigenous.link/viewjob?jobname=279505-en_US-3807)

**Company** Rogers

**Location** Toronto, ON

**Date Posted** From: 2022-12-02 To: 2050-01-01

**Job** Type: Full-time Category: Telecommunications

### Description

<p>Our Connected Home team is proud to offer our customers seamless and simple technology that fits into any lifestyle. Our fibre network supports millions of customers with high-speed Internet, TV, and Smart Home Monitoring to keep Canadians connected to the people and things that matter most. We know that our customers rely on us to provide them reliable connectivity, that is why we have made a commitment to providing the fastest and most consistent network in the areas we serve.</p><p>We are growing our Connected Home team and are looking for team members that are collaborative, digital-first, fast-moving, bold-thinking, and focused on delivering impact in everything they do. Come play a key role in building the future of innovation in Canada.</p><p>Let's make your possible at Rogers.</p><p>Are you up for the challenge and the fun If so, consider the following

opportunity:</p><p><span style="color:black">The Manager, Retention programs reports to the Sr. Manager, Home Customer Retention Strategy and will work with a team of professionals to uncover key customer pain points, drive strategies and programs designed to reduce customer churn on key residential products (e.g., Internet, TV & Entertainment, Home phone, and Smart home). This role will build up our the data we need to allow for data driven decisions, the ability to manipulate data to identify key customer segments and churn drivers and to execute on proactive and reactive programs to address these churn drivers.</span></p><p><span style="color:black">To impact customer retention across Rogers, we're looking for someone who can support continuing to build out data sets to be used to uncover new opportunities and drive decisions, own and manage a portfolio of churn reducing programs, influence and collaborate with key partners to deliver key customer Retention and Revenue targets.</span></p><p><span style="color:black">We're looking for a self-starting innovative thinker who isn't afraid to challenge conventional thinking, is passionate in creating and using data to drive results, has a keen interest and strength in understanding the consumer, and has experience in working with and being a key partner in a cross-functional role.</span></p>

What you will be

doing:

Enabling and building out Data requirements for team to continue to identify new customer retention opportunities, risks and tactics to save more customers

Identify key customer segment framework and determine churn drivers/churn root causes for segments

Work closely with many cross-functional teams (Customer Care, Retention, Sales channels, Marketing, Network, IT and Channel Enablement), including with team members accountable for building proactive retention programs & campaigns to maximize impact

Execute on short, medium and long-term programs leveraging data, technology and process to address churn root causes and drive churn reduction and lifetime customer value

Drive executional excellence when reactively responding to competitive pressure based on key learnings and rapidly respond to prevent customer churn;

Drive forward key strategic programs with cross-functional team and be an advocate for the customer experience and customer lifetime value;

Develop proposals and recommendations on new strategies for senior management

consideration.

What you

bring:

Marketing/base management/customer retention and loyalty (thought leadership & execution)

experience

Strong, systematic coding skills (SAS or similar) & ability to use data to uncover new insights & opportunities

Experience in building Consumer Segmentations, strong analytical skills & a passion for data driven

decisions

Comfortable dealing with ambiguity, and able to structure high-level queries into actionable tasks

Strong business and financial acumen, and robust analytical ability

A team player with a track record of being able to work very well in cross-functional teams

Experience in and a passion for residential services and/or telecommunications a strong asset

Exceptional communication skills (written and oral) for presentation purposes and to drive cross functional effectiveness; ability to tell a compelling story to

drive your programs forward

Self-starter with ability to work independently in a fast-paced, ever-changing work environment

Strong priority management and project management skills, with attention to detail

University degree in Business (MBA, Commerce) or Marketing / Base Management is an asset

Schedule: Full time

Shift: Day

Length of Contract: No Selection

Work Location: 333 Bloor Street East (012), Toronto, ON

Travel Requirements: Up to 10%

Posting Category/Function: Marketing & Marketing Communication

Requisition ID: 279505

Together, we

values guide and define our work:

Our people are at the heart of our success

Our customers come first. They inspire everything we do

We do what's right, each and every day

We believe in the power of new ideas

We work as one team, with one vision

We give back to our communities and protect our environment

What makes us different makes us stronger. Rogers has a strong commitment to diversity and inclusion. Everyone who applies for a job will be considered. We recognize the business value in creating a workplace where each team member has the tools to reach their full potential. At Rogers, we value the insights and innovation that diverse teams bring to work. We work with our candidates with disabilities throughout the recruitment process to ensure that they have what they need to be at their best. Please reach out to our recruiters and hiring managers to begin a conversation about how we can ensure that you deliver your best work. You matter to us! For any questions, please visit the [http://performancemanager4.successfactors.com//RCI/Rogers\\_Recruitment\\_FAQ.pdf](http://performancemanager4.successfactors.com//RCI/Rogers_Recruitment_FAQ.pdf) and Rogers FAQ.

Posting Notes:

Sales & Marketing

For more information, visit Rogers for Manager Customer Retention Strategy