



C88: CUSTOMER INSIGHTS ANALYST (Head Office)

Tsogo Sun welcomes job applications from passionate and hard-working team players who want to be part of our ever growing Tsogo Sun family. We value our employees and provide them with the means to grow within the company, opening many doors in the process. If this is an offer that excites you, send in your application and you could be the newest addition to our family.

Our successful Customer Insights Analyst ...

- leverage CRM data and analytics to provide actionable insights that drive customer engagement, retention, and overall business growth within Tsogo Sun.
- Develop and maintain customer segmentation models to target key groups with tailored campaigns.
- Create and deliver actionable reports and dashboards to stakeholders, highlighting key performance indicators (KPIs) related to customer acquisition, retention, and lifetime value.
- Provide insights into customer behaviour, preferences, and spending patterns, helping teams understand opportunities for growth.
- Collaborate with marketing teams to assess the effectiveness of CRM-driven campaigns and optimise future strategies.
- Conduct ad-hoc analyses as requested by various teams to answer key business questions and provide data-backed recommendations.
- Work with cross-functional teams to improve CRM system usage and data accuracy, ensuring seamless integration with other business tools.
- Track CRM performance metrics and generate regular performance reports to evaluate campaign success and customer lifecycle management.

If you have these **qualifications**, join our team: Grade 12 (NQF 4); Bachelor’s Degree or similar relevant qualifications; Verbal and written English Skills and Numeracy skills (NQF 4); Computer literacy (NQF 3); at least 5 years in a gaming or data role; experience and broad knowledge of gaming operations and processes. Sound knowledge of gaming systems and understanding of all gaming business processes, including casino admin and cash desk. Experience in a Casino environment would be advantageous.

CLOSING DATE: 21 February 2025

To apply, your written application must include:

- CV (maximum 4 pages)
- contactable references (with telephone numbers)
- covering letter with three reasons why you’re our top candidate for the job!

For info or to apply, email: GamingRecruitment@tsogosun.com

Only successful applicants will be contacted

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ENTERTAIN. IT’S WHAT WE DO.

TSOGO SUN PROUDLY SUPPORTS THE NATIONAL RESPONSIBLE GAMBLING PROGRAMME. WINNERS KNOW WHEN TO STOP. ONLY PERSONS 18 YEARS AND OLDER ARE PERMITTED TO GAMBLE. NATIONAL PROBLEM GAMBLING COUNSELLING TOLL-FREE HELPLINE 0800 006 008.

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