

Vacancy

CLP Power Hong Kong Limited
Customer Success & Experience Business Group
Customer Experience Department
Digital Customer Experience & eServices Branch
Digital and Omni-Channel Experience Section
Senior Digital & Omni-Channel Experience Specialist (Permanent / 2-Year Contract)
[Ref.: CLPP-CSE-CE-SDOCES]

CLP was founded in Hong Kong in 1901, at a time when electricity was still a novelty worldwide. Today we power millions of homes and businesses across the Asia Pacific regions. In Hong Kong, we operate a vertically integrated electricity supply business providing a highly reliable supply of electricity to 80% of the city's population. Outside Hong Kong, we invest in the energy sector in Mainland China, India, Southeast Asia, Taiwan and Australia. Our business includes power generation, transmission and distribution, and electricity and gas retail activities. Our goal is to meet Asia-Pacific's energy challenge in a sustainable manner from one generation to the next.

CLP is an Equal Opportunity Employer and is committed to providing a working environment free from discrimination or harassment. All applicants will be considered for employment on an equal basis regardless of gender, physical or mental state, race, nationality, religion, age, family status or sexual orientation.

CLP is also a certified Fair Wage Employer in recognition of the Company's exemplary wage policies and practices.

CLP 'Digital Customer Experience & eServices' branch plays a strategic role for CLP digital transformation, with the enablement of the experience and platform technology. The aim of the branch is to drive digital adoption with an objective to achieve the goal of 'Utility of the Future', strengthen consumers' relationships and customer experience via hyper-personalized digital products and services and accomplish the vision of driving sustainable sales growth and cost reduction. We are now hiring talents to create digital products and services portfolio that drives digital consumption and design end to end omni-channel experience with strong focus on digital services/self-services.

We are looking for a high calibre individual to join the Digital Customer Experience & eServices Branch of Customer Experience Department. Reporting to the Senior Manager – Digital and Omni-Channel Experience, you're required to use customer insights in adding value to business decisions, key activities and strategic projects. It is crucial you are able to analysis data and complex figures then translate them into tangible actions, also monitor customer trends to identify gaps and opportunities:

Major Duties:

- Build up omni-channel and online/offline data connection to provide advanced integrated analytics and insight throughout the end-to-end journey
- Analyse customer service data to identify and recommend areas for managing customer service demand and process improvement within Business Group and cross departments
- Analyse and summarize quantitative and qualitative customer service insights to define trends and identify opportunities for contact deflection
- Work with relevant stakeholders to identify gaps and opportunities, and drive the relevant insight to accommodate the hypothesis or objective

- Manage KPI performance tracking and trend analysis to identify where customer insight can add value
- Leverage data (call demand, customer interaction data) to trigger actions and messages based on customer interaction with CLP channels
- Assist to set up 360 degree of unified view customer profile covering both omni-channel interaction and behavioural data with real-time monitoring and insight capability for continuous experience optimization
- Identify the solution to predict customers' demand across all service touchpoints to reduce manual processing demand and enable hyper-personalization experience delivery

Requirements:

- Bachelor's degree in a design related field, data analytics, digital ecosystem
- At least 3 years of working experience, preferably in data analytics or digital customer service projects
- Familiar with omni-channel insight and journey analytics for continuous improvement on the customer experience and journey design
- Good analytical and problem-solving skills are required to collect unstructured customer data from different data sources
- Ability to collaborate with multi-disciplinary teams. Well-developed planning, coordination and prioritization skills
- Proactively maintain effective working relationship with internal and external parties
- Candidates with less experience will be considered as Digital & Omni-Channel Experience Specialist

Please apply by sending email to hrcd@clp.com.hk giving a detailed C.V., including career history, major achievements and personal attributes on or before **23 August 2022**.

Important: To facilitate our easy tracking please use a unique file name for all attachments and your email subject box in this format: *CE-SDOCES_LastName_FirstName_Other Names (if applicable)*

Applicants not invited for interview within 6 weeks from the closing date may assume their applications unsuccessful.

Information provided will be for recruitment purpose within the CLP Group and only short-listed candidates will be contacted. We comply with all applicable laws and regulations of HKSAR in handling applications. For details of the Personal Information Collection Statement, please visit our website: <https://clp.to/engPICS>

For further information on our company, please visit our website: <https://www.clpgroup.com/>



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