

United Kingdom Jobs Expertini®

Customer Insight Analyst

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Company: TravelPerk

Location: United Kingdom

Category: computer-and-mathematical

About Us

We are TravelPerk: a scaling unicorn valued at $\text{\$}1.5\text{B}$ since our creation in 2015. Backed by worldclass investors with portfolios including AirBnB, Stripe, Slack, Trello, Gusto, Twitter, Farfetch, and Deliveroo, our team comprises A-players from the travel and technology industries.

We've been named $\text{\#}1$ by SaaS1000 and featured as one of the hottest startups to watch by both Forbes and Wired. We're revolutionizing the B2B corporate travel market worth over 13 trillion to connect people in real life in an enjoyable and sustainable way.

TravelPerk is innovative. We have welcomed and acquired the likes of $\text{\$}100\text{M}$ and Albatross to the team. From $\text{\$}10\text{M}$ to $\text{\$}100\text{M}$, we are shaping the industry's future. Our team continues to emerge stronger and stronger as we adjust to the new normal and that's where you come in.

If you're ready to take off with us, keep reading.

In this role, you will be pivotal in instilling a deep understanding of our customers, prospects, and the competitive landscape in our company. Your mission is to empower our teams to create transformative products that redefine business travel. You possess a unique blend of storytelling and analytical acumen capable of weaving compelling narratives from customer insights and market data that ignite strategic action. You'll serve as the visionary understanding the bigger picture of our target personas, business model, competitors, and go-to-market strategy.

In your role you will be a strategic advisor and collaborative partner to our Product and Design leadership teams You will also engage with our Business Operations Data UXResearch GoToMarket and Customer Care leaders to ensure a unified approach

About the role

This is an opportunity for companywide impact by delivering inspiring actionable insights and deep customer understanding

Turn customer and prospect research findings and competitive intelligence into insightful stories that inform our product and gotomarket GTM teams to take strategic action

Consolidate and synthesize proprietary and where relevant thirdparty research to inform strategic decisionmaking for our extended leadership teams

Use multiple formats including data visualizations inperson presentations and written summaries to present findings in clear and inspiring ways

Define and introduce new tailored research methods around personas customers competitors and products to ensure we gather a rounded view of insights

Build and maintain a research oversight model to merge and strengthen findings across insight sources

In partnership with Product Marketing build a program to deliver insights regarding our competitors products and gotomarket strategy to inform our strategic and tactical actions in product and GTM teams

Keep up on industry trends and engage appropriate counterparts outside of TravelPerk to gain bestpractice knowledge

What you will need to succeed

5 years of meaningful professional experience in Voice of the Customer market research competitive intelligenceExperience in building research and insights functions and processesHigh degree of confidence in turning research and intelligence into insightful storiesDeep understanding of Product functions and the information and insights that drive their decisionsAbility to plan manage evaluate and facilitate market both qualitative and quantitative researchExcellent communication and

collaboration skills with experience working with crossfunctional teams and stakeholders
Strong executive presence and ability to lead and influence our internal stakeholders
customers around your subject matter
A demonstrated ability to take initiative anticipate needs and exercise independent and sound judgment

What do we offer?

Competitive compensation including equity in the company
Generous vacation days so you can rest and recharge
Health perks such as private healthcare or gym allowance depending on your location
Flexible compensation plan to help you diversify and increase the net salary
Unforgettable TravelPerk events including to travel to one of our hubs
Mental health support tool for your wellbeing
Exponential growth opportunities

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