



Customer and commercial strategy

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Position Summary

Position summary

ROLE: Consultant/ Sr. Consultant, Customer & Commercial Strategy

LOCATION: Bengaluru, Gurgaon, Mumbai, Hyderabad

BUSINESS: Customer

ENTITY: USI (India Offices of the U.S)

About Customer: The Customer offering portfolio integrates our most differentiated, globally recognized businesses. It focuses on owning the commercial agenda through growth strategy and, enhancement of user experiences and engagement through the entire customer lifecycle.

About the Team (CS&D): The Customer Strategy and Design (CS&D) offering, part of the Customer portfolio, helps companies tackle a wide range of top management challenges – including new growth opportunities, customer engagement and service strategies, channel strategies, pricing strategies, and marketing and sales efficiencies. We help clients optimize resources and maximize value across the entire customer journey.

The **Customer & Commercial Strategy (C&CS)** market sub-offering within the CS&D team focuses on helping businesses in driving growth, identifying new customer segments, creating omnichannel experiences and improving their commercial operations through digital transformation.

Job Description:

In this role, you will leverage your expertise in customer insights, digital transformation, and strategic planning to deliver impactful solutions.

Key Responsibilities



tailor efforts across marketing, sales, and service.

- **Market Entry and Growth Strategy:** Assist clients in identifying new market opportunities and develop customer-led growth strategies.
- **Omnichannel Experience Strategy & Design:** Design and develop multimodal journey strategies that meet customers where they are and span physical, digital, and human experiences.
- **Digital Business Case Design and Digital Transformation:** Develop comprehensive business cases for digital initiatives, including cost-benefit analysis and ROI projections. Define digital strategies to enhance customer engagement and streamline operations.
- **Commercial Operating Model Design:** Develop future-state operating models, change management plans, and implementation roadmaps for effective execution of the recommended strategies.
- **Project and Stakeholder Management:** Lead and manage project teams to deliver high-quality consulting services, manage project timelines, deliverables, and client communications to ensure alignment and support for project initiatives.

Required Experience and Skills:

The ideal candidate for the role would have a background in strategy/management consulting, Big4 consulting, or equivalent Industry experience in Customer Strategy and Commercial Operations.

Required Qualifications

- MBA from a premier school in India or abroad
- 2 – 3 years' relevant work experience for Consultants
- 4 – 6 years' relevant work experience for Senior Consultants

Required Skills

- Strong analytical and problem-solving skills with the ability to interpret complex data and generate actionable insights. **Proficiency in tools such as Excel, SQL, Tableau, or similar for data analysis and visualization**
- Excellent verbal and written communication skills, with the ability to present complex ideas clearly and persuasively
- **Knowledge of segmentation techniques** and frameworks like demographic, behavioral segmentation and clustering
- Experience in **developing business cases** for digital initiatives, including financial analysis and ROI projections
- Strong interpersonal skills with the ability to work effectively in a team environment and build relationships with clients



Additional Preferred Requirements

- Good to have Retail/ Consumer industry experience with Merchandising, Retail Floor and Space Management, Category & Assortment Planning and Omnichannel Planning. Familiarity with Blue Yonder or similar applications
- Exposure to working in non-India Geographies (preferably US) and/or interacting with global stakeholders

Recruiting tips

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