

**Job ID : CEET01**

**Work Location : Chennai**

**Role: Senior Business Analyst - Digital Transformation**

**Monthly CTC : Upto 2 Lakhs**

**Qualification:**

- ✓ BE / B Tech / MCA / MSc / ME / M Tech
- ✓ 10+ years of experience in the industry.
- ✓ MBA in Information Systems or related disciplines is highly desirable.

**Responsibilities**

- ✓ Gather relevant data needed to evaluate and make data-driven recommendations about steps that the company can take and the tools it can use to make company information accessible online while also interacting and providing services to clients online.
- ✓ Anticipate customer needs and expectations and make recommendations about products or features that the company should consider developing to enhance the positive customer experience.
- ✓ Explore emerging technologies like artificial intelligence, machine learning, and robotic process automation (RPA) and understand trends to determine requirements particularly for the automation of the digital platform.
- ✓ Develop operating standards, guidelines, and procedures for the digital transformation initiative.
- ✓ Work together with product owners to develop Agile stories that are used to develop complete software or software features that fit the end-user requirements. For instance, developing an app on the company's website through which clients interact with the company
- ✓ Keep a tab of social media tools to explore new platforms to enhance online visibility and engagements with the company's clients.
- ✓ Together with product owners, monitor, evaluate, and improve processes to keep the customer experience at its best
- ✓ Develop requirements along with documents and reports to facilitate the transition from legacy into digitized tools and platforms.

- ✓ Track third-party/vendor integration elements of business requirements and liaise with them to ensure that the requirements are effectively implemented.

### **Technical Skills**

- ✓ Deep understanding of digital technology
- ✓ In-Depth business knowledge, familiarity with customer-centric business models
- ✓ Design thinking
- ✓ Data capture, analysis, and strategy
- ✓ Cloud computing
- ✓ Infrastructure (intelligent) automation
- ✓ Vast domain knowledge
- ✓ Social media strategy and online advertising
- ✓ SEM (PPC and SEO)
- ✓ Policy Research & Implementation Analysis
  - Gather statistical data and other information to explore issues and craft solutions
  - Identify a problem, either current or upcoming, they propose and evaluate ways of approaching the issue
  - Evaluating the outcomes of existing policies

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