

JOB DESCRIPTION

Job Title: Potential VIP Executive Host (Italian)

Department: VIP

Reporting to: Potential VIP Manager

The Department:

The VIP Department is responsible for the retention and conversion of medium to high level clients - VIP's and Potential VIP's. We pride ourselves in providing superior service and first class retention and conversion high end campaigns. There are 4 levels of VIP – Potential VIP, VIP, Potential and Whale & Whale. The various account classifications are based on various account metrics.

Purpose of Job:

Reporting to the Potential VIP Manager, the role is responsible for building and optimising relationships with Potential VIPs with the aim of converting these into fully-fledged VIPs.

Key Responsibilities & Accountabilities

The position will involve the following areas of responsibility:

Relationship Development

- Identifying potential VIP's and proactively contacting them to obtain, increase and grow maximum lifetime value
- Data Segmentation/ Analysis and Mining
- Contacting and regenerating inactive accounts through communication and marketing drives
- Proactively creating and testing bespoke tailor made promotions
- Perform outbound calls including but not limited to, campaign and win back calls
- Escalation Management - monitor and analyse developments and endeavour to pass on to VIP Executive Host
- Effective and timely reporting with good interpretation and analysis of data to be able to design future marketing plans.
- Tactical implementation of potential VIP strategies.

Account Management

- Capture Potential VIP feedback and build customer base profile knowledge including playing behaviours, interests, likes and dislikes.
- Customer profiling – developing database of Potential VIP information through feedback collected.
- Potential VIP analysis.
- Effective and timely reporting.
- New/ Retained Potential VIP contact.
- Monitor and analyse customer activity to identify new contacts and maintain high rollers.
- Make recommendations for player Gifting, Hospitality Events and bonuses.
- Run regular reports that assist in account management; newly identified players, deviation, top winners, top losers, downgrading of players etc.

Customer Experience

- Liaising with the VIP Experience Manager to make recommendations for gifting and events based on VIPs within their territory.
- Gifting and events analysis – collecting feedback from Potential VIPs to ensure effective gifting.

- Feedback from Potential VIPs on event participated.
- Participation in events for Potential VIP; identifying suitable players to attend events and regularly attending themselves – ensuring they are professional and friendly at all time.

Other duties within this role include:

- Provide an efficient and professional service that contributes to customer satisfaction and retention
- Constant exposure to internal and external communication.
- Possible opportunities to attend conferences, tournaments and events to build and enhance personal customer relations.
- Active role in managing, influencing and developing territory

This job description is not intended to be an exhaustive list of responsibilities. The job holder may be required to complete any other reasonable duties in order to achieve business objectives.

Essential Criteria:

- Degree level or equivalent (preferred)
- Experience of working with mass data
- Experience of working in a high profile customer focused environment
- Strong command of written and spoken English and Italian
- Excellent computer skills
- Ability to multi task
- Able to provide an efficient and professional service that contributes to VIP satisfaction and retention
- Inspired by working within a multicultural and fast paced industry
- Desire to develop a career within the online industry
- Good understanding of I-Gaming products
- Knowledgeable in back-office infrastructure

Person Specification: (Personal competencies)

- Numerical
- Highly organised
- Process driven
- Strong analytical and problem solving ability
- Excellent attention to detail
- Able to work under pressure
- Excellent communication, both written and verbal
- Excellent interpersonal skills
- Patient, understanding and professional.
- Team player as well as self-starter
- Charismatic
- Adaptive
- Strong focus on achieving targets and meeting deadlines.
- Reliable
- High levels of motivation and enthusiasm