# Customer engagement and loyalty CELO

Developing and executing strategies to attract, engage, and retain customers through targeted communications, experiences, and loyalty initiatives.

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| **Guidance Notes:**  Activities may include, but are not limited to:   * developing customer engagement and loyalty strategies * creating and managing customer loyalty programs and initiatives * analysing customer data to inform personalised communications and experiences * measuring and reporting on customer engagement and loyalty metrics * collaborating with cross-functional teams to improve customer retention and satisfaction |

## Level 3

Assists in the implementation of customer engagement and loyalty initiatives.   
Collects and analyses customer data to support personalised communications.   
Monitors and reports on customer engagement metrics.

## Level 4

Develops and executes customer engagement and loyalty strategies.   
Creates and manages loyalty programs and initiatives. Analyses customer data to inform targeted communications and experiences.   
Measures and reports on the effectiveness of engagement and loyalty efforts.

## Level 5

Leads the development and implementation of comprehensive customer engagement and loyalty strategies.   
Oversees the creation and management of loyalty programs and initiatives.   
Leverages advanced analytics to optimise personalised customer experiences. Provides strategic recommendations based on customer engagement and loyalty insights.  
Collaborates with cross-functional teams to improve customer retention and satisfaction.