

BMW GROUP



**SUCCESS IS CREATED BY PEOPLE,
NOT DEPARTMENTS.
SHARE YOUR PASSION.**

Knowing the destination isn't enough: you need to know how to get there. Build up your own networks, exploit new ideas, consistently take the initiative. Inspire other people with your enthusiasm. That's the only way to give ideas the power that allows them to become true innovations.

Customer Interaction Management & Omni-channel Sales Rollout Manager

Our team at BMW Group Hungary has an exciting new job opportunity, where your impact will be considerable in achieving our goals regarding the direct sales model.

What awaits you?

Implementation of the required processes and system enablers to enhance the online customer journey for the agency model in field of Customer Interaction Management (CIM) and Omni-Channel Sales (OCS).

CIM-related topics include:

- Responsibility for the correct implementation of the defined CRM system (Salesforce).
- Rollout of 1:1 as well as 1:all direct communication
- Steering Customer data management
- Rollout of E2E performance monitoring
- Steer the enhancement of an eCommerce dedicated Business Development Center/Customer Interaction Center.

OCS-related topics incorporate:

- Rollout of the online stock locator including the digital checkout solution
- Steering the implementation of the vehicle booking service
- Supporting the rollout of the offer and ordering tool as well as B2B & SF topics and applications like the delivery app

What you should bring along?

- Degree in business or informatics (IT or similar education or professional experience).
- Notable experience with CRM systems preferably Salesforce
- Project management skills to steer projects in an international environment.
- Conceptual skills with the ability to relate given targets to direct operations necessities.
- Fluent in English and in Hungarian (German is an asset)
- Hands on and self-driven attitude with excellent communication skills operations necessities.

Contract: full time (40 hours/week) fixed term contract until 31.12.2026

Starting: as soon as possible

Location: BMW Group Hungary office (2220 Vecsés, Lőrinci út 59.) hybrid working schedule

Are you looking for an exciting challenge? Then join our team. We look forward to receiving your application. You can find detailed information and apply online at <https://jobs.bmwgroup.com/job-invite/90086/>.