

PLACEMENT DRIVE NOTIFICATION

Company	Loyalty Juggernaut Inc. (LJI)
About the Company	<p>Loyalty Juggernaut, Inc. (LJI) is a next-generation loyalty and customer engagement solutions enterprise, helping brands re-imagine their loyalty initiatives in the era of highly informed, influential and instinctive customers.</p> <p>Headquartered in the Silicon Valley with R & D and Professional Services presence in Hyderabad, India and Distribution offices in UAE, Europe and LATAM, LJI is founded by customer relationship management experts with decades of experience in delivering world-class technology innovations in CRM, Loyalty and Mobile AdTech, and consulting leading global brands across industries.</p> <p>LJI helps brands design and deliver next-generation Customer Engagement and Loyalty Programs, from Strategy to Solution and Execution to Optimization with an aim to:</p> <ul style="list-style-type: none"> • Maximize Customer Value - Behaviors, Influences and Transactions (BIT Value ®). • Deliver on complete Loyalty Value Circle (LVCTM) – from Acquisition to Advocacy. • Weave in IoT enabled touch-points (WiFi/Beacons, wearables) and AI/ML in driving personalized omni-channel customer experiences. • Innovate, Execute, Measure and Optimize loyalty strategies that drives profitable behaviours. • Drive Real-Time Intelligence, Powered by Big Data, AI/ML and Serverless Technology. <p>LJI Services portfolio includes:</p> <ol style="list-style-type: none"> 1. GRAVITY® – digital transformation platform for loyalty and customer engagement management platform built on Big Data Technology, AI and Serverless Architecture, delivered on the Cloud. GRAVITY delivers number of patented innovations to help brands execute innovative strategies aimed at attracting, acquiring, rewarding, recognizing, engaging, and leveraging customers. 2. Strategic Advisory Services – Our team of thought leaders collaborates with you in envisioning & designing your loyalty and customer engagement strategies, tailored to deliver on your business goals and help align your brand promise to your customer expectations. 3. Technology Services – Powered by an A+ team of technology and domain experts, LJI delivers cutting edge services in Complete Program Management, Operations Support, Advanced Analytics and Creative Services.
Job Title	Product Specialist
Job Description	<ul style="list-style-type: none"> • Develop business case for investing in building specific product capabilities. • Develop requirements specifications. • Translate market trends and technology innovations into marketable use cases. • Collaborate with Product Engineering team, Sales/Presales, Customer Success teams to ensure both Product and Market success.

	<ul style="list-style-type: none"> • Contribute in Go-To-Market Strategies and Product Strategies. • Develop high impact Product Marketing Collaterals (white papers and presentations) • Test/QA Product on periodic basis to ensure high quality release.
Job Location	Hyderabad
Eligible Degrees	MBA (Marketing)
Eligibility Criteria	MBA with major in Marketing with a degree in Engineering and / or have prior experience in IT.
Desired Skills	<ul style="list-style-type: none"> • Have passion for Customer Engagement, Loyalty, and Digital Marketing domain. • Possess excellent spoken and written communication skills and love making high impact, persuasive business presentations. • Are 'driven' to solve client issues and deliver compelling value to maximize their success. • Interest/skills in Copywriting/Technical writing, Creative Thinking/Art. • Skills (or sound awareness) in Open Source technologies, understanding of the emerging technologies Machine Learning/AI, Big Data, Block chain and Cloud Infrastructure like Amazon EC2.
Compensation (CTC)	INR 6-8 LPA
Selection Process	Will be intimated later
Date of Interview	Will be intimated later
Venue	Online