



Customer Base Manager (f/m/d) B2C Fixed Products

Vienna | asap | Full-time employee | unbefristet

We are Magenta

Magenta Telekom is a leading provider of internet, mobile communications, entertainment and business solutions in Austria. The company counts around 2,200 employees and is part of the Deutsche Telekom Group.

Your Team

The tribe leverages data-driven insights, personalized campaigns, and strategic pricing to continuously increase the lifetime value of our existing B2C customers – strengthening customer loyalty, reducing churn, and driving Magenta's growth.

As **Customer Base Value Manager**, you will take ownership of the commercial performance and strategic value steering of our existing customer base. You will identify, prioritize, and manage key value levers to maximize Customer Value across all segments, products, and channels and reduce churn.

- Own and manage the commercial performance (P&L) of the existing fixed products customer base, ensuring revenue growth.
- Monitor financial development of the base (ARPU) and derive and prioritize the most effective strategies to grow customer value.
- Define and execute strategic base management initiatives to increase customer value, customer retention and reduce churn.
- Prioritize customer segments and value levers based on potential and strategic relevance.
- Collaborate closely with data analysts and data scientists to leverage insights, ML/AI models, and predictive analytics for automated value management.
- Foster cross-functional collaboration with Product, Marketing, Sales, Finance, and Controlling to align strategies and ensure cohesive value steering.
- Collaborate with Controlling and relevant Stakeholders who work together on business cases to support decisions affecting the value of the customer base.
- Manage stakeholders and management, ensuring data-driven, value-oriented

decisions across the organization.

- You bring several years of experience in a comparable role within marketing, business, or customer value management?
- You combine strong analytical thinking and ownership with a collaborative, results-driven mindset?
- You are familiar with process and project management and have knowledge of multi-channel and omnichannel marketing?
- You communicate confidently in English and have at least an advanced level of German?

At Magenta, we believe in diverse employees and live equal opportunities. We welcome all applications regardless of cultural and social background, age, gender, nationality, religion, disability or sexual orientation. Magenta connects all people.



„Kunde ist König“
ist unser
Versprechen.



Wir wollen
gemeinsam
gewinnen.



Du kannst
dich auf mich
verlassen.



Wir dürfen das
und machen's
einfach.



Kein Bullshit Bingo -
wir sagen was
Sache ist.



Wir nehmen's
mit
Humor.

I ♥ Magenta

That sounds good to you?
THEN WE MIGHT BE THE RIGHT ONES FOR YOU.



Flexible working hours



Health care



Learning offers



Homeoffice



Canteen on site



Childcare



Benefits



Company pension plan

We are Magenta, you too?



Anika Böhm

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We will still talk about that later, but you should know: depending on your qualifications, your experience and your commitment we offer an attractive, market compliant salary of at least EUR 55.000 per year.

You want to find out more about us? Get a glimpse of our **Magenta World**.

Apply now!