



Customer Base Manager (f/m/d) B2C Lifetime Value

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 Value Management & Analytics 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.

- Own and grow the Profit & Loss of the mobile customer base while optimizing direct costs and subsidies
 - Use data insights and AI/ML models to drive value growth and retention strategies
 - Define and prioritize initiatives to increase ARPU and expand revenue from core and non-core products
 - Align sales incentives with value goals and collaborate on business cases with Controlling
 - Lead cross-functional collaboration and ensure strategic alignment with senior stakeholders
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- 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 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?



Alexander Pfemeter

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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!