

The Business Analyst is responsible for the management and optimization of the Salesforce.com implementation at WOWISH. The Analyst will perform administrative functions including but not limited to: user management, configuration, customization, reports and dashboard development, data management and technical support for the application. In addition, this individual will be responsible for improving workflows, workflow rules, views, triggers, and business processes.

The ideal candidate for this position is a skilled Analyst who completes tasks in creative and effective ways and comfortable with coaching users to be familiar with Salesforce. The ability to identify problems, assess priorities and develop solutions is a critical skill set. The individual needs to be able to take general direction, get the key requirements and then fill in the blanks and details on his/her own.

Responsibilities

1. Perform systems requirements gathering, gap analysis and specification. This involves ability to understand organisation's business process flow, using interviews, document analysis, requirements workshops, surveys, site visits, business process descriptions, use cases, scenarios, business analysis, task and workflow analysis.
2. Mapping business operations flows into system process flows.
3. Review, evaluate and create detailed documentation of business and system processes.
4. Manager User Acceptance Test planning and execution.
5. Problems solving approach through understanding how various issues affect each other and the outcome of projects.
6. Administer and customize the current Salesforce.com system to meet business needs
7. Ensure the development and communication of all process documentation
8. Define access control and security policies
9. Develop training plans, materials, and documentation for Salesforce users, keep materials up-to-date, coordinate new users and ongoing training sessions.
10. Develop and communicate a schedule for future CRM application releases/enhancements
11. Monitor user adoption rates and respond as needed (additional training sessions, communication, modifications, or other resources)
12. Assist users with report design and management.
13. Implement/improve Salesforce workflows and workflow rules.
14. Build, refine and publish Salesforce dashboards and reporting
15. Conduct business process reviews to better align Salesforce customization
16. Educate and coach Salesforce users for efficiency and to maximize usage of Salesforce instance

Minimum Qualifications

1. Candidate must possess at least a Diploma, Advanced/Higher/Graduate Diploma, Bachelor's Degree, Post Graduate Diploma or Professional Degree in Business, Computer Science or Information Technology.
2. Familiar with Microsoft Excel
3. Exceptional analytic skills and conceptual thinking ability
4. Strong relationship-building, communication and presentation skills to multiple departments and roles in the clients' organization
5. Team player with strong interpersonal skills
6. Must be self-motivated and flexible to accommodate our ever-changing environment
7. Must be willing to learn to develop process flows and documentation.
8. Comfortable and willing to do presentations to relay ideas on Salesforce.
9. Comfortable and willing to perform enquiry calls with customers.
10. Knowledge in Java will be an advantage but NOT required.