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|  | We are looking for  **Software Engineer –Marketing & Decisioning** (Istanbul-Turkey).  If you are interested please send your CV to |
| **The Position:**  **Software Engineer –Marketing & Decisioning**  We are looking for applicants who are technically-minded and have a software development background.  If you love technical challenges, enjoy working with the rapid and exciting innovation, eager to learn; experienced & specialised company Adqura is right place for you.  Show us real ambition and customer focus, and we’ll give you every opportunity to progress. Our success starts with our people and we want to bring out the best of colleagues each and every day  **Responsibilities & Opportunities:**   * You will be fully trained to be able to use a range of marketing tools and capabilities, with the primary objective of creating highly targeted interaction strategies within the software. * Take part in the design/development of decisioning projects on Pega Marketing & Pega Customer Decision Hub products. * Work collaboratively with international team members at international and local projects. * Learn and explore Pega Systems technology & Adqura Frameworks. * Be able to work part time / full time. * Be able to work remote or at office.     **Qualifications:**   * BS or Master degree in Computer Science/Statistics /Mathematics/ Mathematic Engineering or similar. * Experience: Master Degree students, 1-3 year experienced * Software programing background is a plus. * CRM & Analytical background is a plus. * Experience in RDBS concepts, Java basics and basic SQL knowledge * Excellent problem solving and analytical reasoning skills * Eager to learn * Exceptional communication skills and the ability to communicate appropriately at all levels of the organisation; this includes written and verbal communications * Good command of English   **Company Overview**  Adqura is a UK consultancy specialised in End-to-End Pega Marketing and Decision Management Consulting and Implementation Services. Adqura is also a Pegasystems Business Partner.  Adqura was founded in 2011, currently has offices at London, Hyderabad, San Francisco & Istanbul.  We understand the challenges of delivering a multi-channel decisioning program and have created assets designed to help our customers to navigate the journey effectively.  We are 100% committed to excellence, and believe that a partnership approach is key to a successful outcome. We want to ensure that we build the capability and the transformation collaboratively, so that you can own and lead it as the programme is delivered. We also believe that it is important to set a clear Vision and Strategy upfront, and as such our implementation approach enables our customers to develop this from the beginning, Engaging Key Stakeholders in a programme which will bring significant benefits to your customers and to your business.  **Website**  <http://www.adqura.com/>  **Company type**  Privately Held  **Company size**  70 employees  **Team Background**:  Adqura have extensive experience in the customer decisioning world, two of our Directors led the very first real time customer decisioning programme in O2, and then went on to deliver multi country implementations at Orange Group and Vodafone Group (CDM) and now lead a team of best in class decisioning practitioners.  Our team members have experience in delivering multiple decisioning programmes globally across numerous sectors, including financial services and telecoms.(Some of the companies as reference :Türkiye İş Bankası,Akbank,Barclays,MobiStar,Retuters)  Our knowledge and experience has been used to develop our Business Frameworks and Solution Assets.  **Clients** :   * Vodafone UK (Active) * Alight(Active) * Glidewell (Active) * British Gas (Active) * Sweet Green * Gocompare.com * Tui Travel * Towergate Insurance * LLOYDS Banking Group * Hastings Direct * Opun * Boxwood   **Success Stories:**   * [**Pegaworld 2016: How Delivering an Integrated Customer Contact Plan with Pega is Delivering Superior Customer Experience in British Gas**](https://www.pega.com/insights/resources/pegaworld-2016-how-delivering-integrated-customer-contact-plan-pega-delivering) * [**Pegaworld 2016: Next Generation Decisioning at British Gas – The What, When, and How**](https://www.pega.com/insights/resources/pegaworld-2016-next-generation-decisioning-british-gas-what-when-and-how-video) * [**Next Best Action: It's Not Always About Making the Next Sale**](http://www.1to1media.com/data-analytics/next-best-action-its-not-always-about-making-next-sale?utm_campaign=16BD_AACI_EM(8860)_EMKITNA_GP_NONE_DECKIT_ENG&utm_medium=email&utm_source=Email&ito=211&itx%5beloqua%5d=5835bf70cb04411aa2ce8eb7a2ebac29&bladeI) * [**https://www1.pega.com/insights/resources/pegaworld-2018-british-gas-how-ai-decisioning-are-reshaping-relationships-video**](https://www1.pega.com/insights/resources/pegaworld-2018-british-gas-how-ai-decisioning-are-reshaping-relationships-video)   **Services we provide**   * **Decisioning Consulting**   One of our key offerings is helping organisations determine how Next Best Action (NBA) decision management can contribute to achieving the business vision for intelligent customer engagement. We provide extensive outputs outline the strategies & status.  Types of Descisioning Consulting:   * + Customer Strategy Development   + Customer Decision Management Assessment   + On –Demand Decisioning Architecture * **Decisioning Analysis & Design**   We are specialised in the analysis and design of real-time decision management solutions in line with stated programme roadmaps. We recommend and conduct an incremental approach to specifying NBA solutions in such a way that strong foundations can be put in place first whilst implementing further incremental sets of functionality that offer the most appropriate balance between benefits and organisational and technical risks.   * **Implementation and Solution Support:**   Adqura provides extensive implementation and configuration services for the Pega Marketing platform. These include constructs and processes for customer data input into the decision engine, realisation of the physical data model, Pega frameworks realisation, application, interface, strategy and data, webservices for servicing channels, simulation and reporting, as well as management of all the relevant environments and processes during the development increments.  **What is Decision Management**  Decision Management systems provide a hub of analytical and logical processing capabilities, allowing organisations to automate key decisions within their business processes. Such ‘hubs’ are utilised at specific points within customer journeys to determine the Best Next Action to present to the customer based on business rules, customer eligibility for products and services and commercial opportunity; all presented in a personalised, relevant message, to the end customer.  Decision Management systems have been born predominantly from an ever-evolving appreciation of the specific needs and preferences of the customers. In essence, Decision Management systems allow companies to adopt a tailored approach to their customers’ needs and interactions through an ongoing ‘dialogue’ with the customer. Such systems are a relatively new breed of information system(s), providing:     * Agile and adaptive analytics; * Increased potential to fulfil the marketing ambition of mass customisation and customer centricity – the “market of one”; * Targeting, personalisation and recommendations at the point of interaction with the consumer; * Impetus to real transformation and the delivery of tangible commercial benefits to an organisation.   The scenario below outlines how a *typical* interaction journey might be enabled through a centralised Decisioning capability:   1. The customer interacts with the company, in this instance, via the website. 2. The Website passes the context of the interaction (including any browsing behaviour / product interest) to the Decision Hub. 3. The Decision Hub executes the business rules to assess the Best Next Action. 4. The Decision Hub evaluates the customer against relevant and available products and services (including any marketing offers and incentives). 5. The Decision Hub utilises available property data and any installation / survey data to evaluate applicable products and services. 6. The Decision Hub utilises available customer data (events, demographic, lifestyle, segmentation, past history, current ongoing and past conversations etc.) and analytical models to drive the Best Next Action. 7. The Decision Hub returns the Best Next Action either in session on the interacting channel or offline via another channel or any combination of the above. 8. The customer responses are used to measure and tune (test and learn) the subsequent interactions within the decision hub.   The above is:   * Executed for an individual customer against available and eligible propositions and over multiple conversations, each conversation building on, and learning, from the previous conversation; * Personalised for the customer, both in terms of relevance of the response in terms of the context of the search / nature of the interaction * Executed for millions of transactions a month, for millions of customers (& prospects), each interaction tracked and progressively built on through to conclusion with each interaction responded to in a personalised way; * Executed across multiple touchpoints, each aware of the nature and constraints of the touchpoint; * Created, managed and tuned by business users, utilising the intelligent tools provided by the Customer Decision Management solution; through the automation and use of self-learning capabilities to manage a vast range of interactions.   **About Pega Marketing & Decision Management Products**   * [Go Beyond Campaign Pega Marketing](https://www.pega.com/pega_media_videos/880/495/1/field_resource_video/60751?width=896&height=511&iframe=true&destination=insights/resources/go-beyond-campaign-pega-marketing) * [Decision Strategies, Personalized and optimized engagement](https://www.pega.com/pega_media_videos/880/495/1/field_resource_video/72411?width=896&height=511&iframe=true&destination=insights/resources/decision-strategies-personalized-and-optimized-engagement) * [Pega Marketing for Communications](https://www.youtube.com/watch?v=lfHNxPpvqFM) * [Optimizing the Customer Journey with Pega Marketing](https://www.youtube.com/watch?v=HMKM5m5mntU) * [Pega Marketing Product Page](https://www1.pega.com/products/crm-applications/marketing) | |