



## CUSTOMER SATISFACTION REPRESENTATIVE

### General Job Description

Customer Satisfaction Representative (CSR) must be empathetic to the money and time challenges University CoWork clients face, and help us accomplish our community and business development mission.

This person will 1) focus on inbound sales (attracting prospects and assisting prospects select the right products or services), 2) help customers get and recognize great value from virtual products or services, answer questions, retain customers, and 3) help solve problems for University CoWork.

CSRs main function is building relationships with as many prospects and customers as possible, demonstrating great value directly related to their needs, and both attracting and retaining customers.

CSRs must demonstrate a strong knowledge of University CoWork's three offerings ([Chicago Office](#), [Virtual Mail](#), and [Virtual Accelerator](#)), product features, customer personas, various customer pain points and how they're addressed by our solutions, and policies.

### Main Duties And Responsibilities

- Attract prospects by creating appealing content
- Engage prospects via social media activities, email, phone calls, and virtual meetings
- Build relationships with prospects and customers by building rapport, learning about their business and pain points, suggesting relevant product and service solutions, and answering related questions
- Help customers establish accounts and with onboarding
- Communicate value propositions related to our products or services and help customers achieve and recognize this value while practicing exceptional expectation management
- Provide exceptional customer service to make our customers' experiences easy, insightful, and trusted
- Maintain accurate records on leads, customers, activities, and correspondence in our CR
- Resolve product or service problems by clarifying the customer's complaint, determining the cause of the problem, selecting and explaining the best solution to solve the problem, and following up to ensure resolution
- Handle customer requests that come through phone, email, and ticketing system/CRM
- Maintain financial accounts by processing customer adjustments
- Prepare product or service reports and recommend potential improvements, products, or services to management by collecting information and analyzing customer needs
- Contribute to team effort by accomplishing additional tasks and results as needed

### Requirements And Qualifications

- Excellent English communication skills, both speaking and writing.

- Proven experience in a customer service or customer support roles
- Exceptional listening skills and an empathetic demeanor
- Dedication to customer satisfaction
- Results-oriented and proactive work ethic
- Strong problem-solving, time-management, and analytical skills
- Basic knowledge of computer software, CRM, and office systems
- BA degree in Business Administration, Communications, Marketing, or related field is preferred

### **Key Performance Indicators** (we'll focus on the most relevant)

- High "Complete Registration" win ratio
- High client credit card failure resolution rate
- High ratio of clients fully onboarded
- Low Churn rate
- Time from call/email/message -> reply
- Quantity and quality (impact and engagement) of content
- Prospects attracted
- Customer satisfaction (survey) and reviews (5-star Google and TrustPilot reviews)