CUSTOMER LOYALTY AND RETENTION SPECIALIST
Job Description

TITLE: Customer Care Loyalty and Retention Specialist

REPORTS TO: Customer Care Manager

EFFECTIVE DATE: June 26, 2014

PURPOSE: The Customer Care Loyalty and Retention Specialist is responsible for proactive relationship building with Customers and Agents. This position coordinates, executes, and manages outbound call programs built to effectively retain customers through positive relationship building, listening to concerns/addressing issues, and educating on available products and services. A customer oriented focus is necessary in order to preserve long term customer satisfaction. This position requires someone who is highly organized, has excellent communication skills and displays good-judgment and has experience in a direct selling environment in proactive customer development.

STATUS: Full Time, non-exempt, flexible in-office hours. Some regular phone staffing, schedule TBD and will change based on departmental need.

CERTIFICATION LEVEL: Agent Care III – Specialist Role

DUTIES AND RESPONSIBILITIES:

- Develops, routes, and gains approval for all outbound calling programs, to include Welcome Calls, Customer Regimen, and others. Writes purposes, scripting, and performance metrics and goals
- Determines call metrics, strategies, and staffing requirements to complete goals as determined by management and the executive team
- Complete Welcome Calls to engage and greet new Agents and Customers into the SEACRET family
- Reports completion of calls as well as information received. Notifies Manager of trends and concerns seen or noted
- Looks for opportunities to celebrate achievements and “good news” heard from customers and to ensure other departments hear “what is working”
- Educate customers regarding new product offerings, helps grow monthly autoship programs and retention on programs
- Provide tailored responses that match the caller’s expectations and demonstrate a sense of urgency for their request
- Builds strong rapport by utilizing interpersonal skills, asking clarifying questions, and anticipating member needs
- Build positive working relationships with Agents/Customers to increase repeat business
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- Improve service by communicating and assisting individuals to understand member needs, providing guidance, and feedback
- Handle Agent/Customer cancellation requests via telephone, email, or action tracking and work to positively resolve issues
- Develop strategies and recommendations to retain customers before cancellation based on working with inactive Customers/Agents
- Provide solutions or promotional offers designed to retain the caller as a member of the SEACRET family
- Work with corporate trainer to document all outbound calling programs so that others in the department may be trained to execute
- Document all customer interactions in the appropriate databases
- Enhance customer loyalty and upsell accordingly
- Study, analyze and report on customer feedback methods (e.g. scorecards, business reviews, complaints) relative to products, services and innovation
- Resolve customer complaints and concerns by investigating problems; develop solutions and manage through to resolution
- Provide overflow support to CC, AC, VIP, and QM desks as necessary during busy periods

QUALIFICATIONS:
- Must demonstrate passion and enthusiasm for SEACRET and live all company Core Values at all times
- Strong organizational and communication skills, team orientated philosophy, and problem solving skills
- Trained and certified in CC1 and AC1 SEACRET Training
- Ability to prioritize and handle multiple assignments at any given time while maintaining commitment to deadlines
- High levels of integrity and discretion
- Ability to communicate effectively with a variety of constituent groups such as senior management, peers, and outside vendors
- Highly motivated, organized individual who is able to work effectively with minimal supervision
- Strong computer skills, specifically spreadsheets and data management
- Sound judgment and flexibility in balancing competing priorities
- Ability to take on increased responsibilities as the position advances
- Other duties as assigned by management

SUPERVISION-OTHER: None

TRAVEL: Minimal, but may be required several times a year

REQUIRED EXPERIENCES/COMPETENCIES:
- Six months of increasing responsibility within customer and agent support (Level II certification) or equivalent experience in the industry
- Must have working knowledge of MS Word, Excel, and PowerPoint
- Advanced knowledge of Exigo and other web based applications is required

OTHER REQUIREMENTS: Proficiency in all phases of work. Superior skills with personal computer and standard office equipment.