



Job Description

Apply at lingraphica.com/careers

Job Title: Customer Engagement Specialist

Department: Customer Engagement

Reports To: Customer Service and Engagement Manager

Location: Princeton, NJ or Remote

Schedule: 9:00 a.m. to 5:00 p.m.

Travel: 0-10% (On hold due to COVID)

Objective:

A Customer Engagement Specialist successfully works with prospects and existing customers by offering a world class experience throughout all points of contact. The specialist will be a key player in educating caregivers, individuals with communication disorders, and the medical community on the benefits of Lingraphica's offerings. This individual will be comfortable collaborating cross-functionally with teams across Lingraphica's business units to improve customer facing channels.

Essential Duties & Responsibilities:

- Comfortably interact with prospects and existing customers by providing a superb experience to create new relationships/partnerships and maintain existing ones
- Communicate with potential and existing customers through multiple platforms including inbound calls, outbound calls, e-mail and online chat
- Educate customers about Lingraphica's technology and how it can benefit them
- Report trends from frontline activities using CRM database
- Contributes to weekly projected intake goal through engagement activities
- Effectively liaise with key departments such as reimbursement, funding, and product development to improve customer-facing processes or services
- Properly triage opportunities and customer issues
- Comfortable making outbound calls to prospects
- Keep abreast of reimbursement trends, internal/external financial programs that will help prospects trial and obtain our core product
- Offer an exceptional customer experience in every interaction consistent with Lingraphica's core values
- Coordinate with Digital Marketing team and provide feedback new content development areas
- Manage frontline activities using a ticket system to document issues, opportunities, and "transfers" to departments for follow-up
- Assist with de-escalating customer service matters including but not limited to:
 - Technical issues with our devices, websites, online therapy platform
 - Shipping

Other Duties & Responsibilities:

- Provide support to other customer service areas such as communication partner training, and technical group

cont.



Job Description (cont.)

Skills & Competencies:

- Superior product category knowledge
- Ability to effectively engage customers by offering personalized solutions
- Curious thinker with a desire to improve existing processes
- Excellent communication skills (written, verbal and listening)

Requirements:

- Compassionate / Empathetic
- Able to deliver a positive customer experience
- Excellent time management and multi-tasking skills
- Ability to perform above expectations in a fast paced and dynamic environment
- Teamwork, especially as an expert at getting things done, all with a positive attitude

Work Experience:

- 2 years Customer Service Experience
- Proficiency with Microsoft Office and online chat tools
- Experience with HubSpot or other CRM (preferred)
- Experience in sales and marketing, healthcare industry, or durable medical equipment (preferred)

Formal Education (preferred, not required):

- Bachelor's Degree

Language:

- Bi-lingual, English and Spanish (preferred)

Location

- Open to local (Princeton, NJ) and remote applicants
- Must be able to travel to Princeton, NJ 2-3 times per year for meetings and trainings (on hold due to COVID)

Last Updated: 9/9/21