

## Customer Success Manager Job Description

### Overview

The Customer Success Manager is a key strategic role within reed.co.uk, the successful candidate will be a customer focussed individual who is motivated and engaged by providing service excellence to our clients.

The Customer Success Manager will be responsible for providing market leading service and will ensure that our clients receive maximum value from their investment by enabling them to fully leverage their subscriptions and services on an ongoing basis.

### Key Responsibilities

- Build strong credible relationships with our clients by supporting them to optimise and maximise their return on investment (ROI) from our offering
- Act as the “voice of the customer” internally and use this valuable feedback/insights to drive the customer experience
- Seek out any obstacles that are stopping customers achieving maximum ROI from their investment in reed.co.uk and be a positive voice for change internally to help remove them
- Actively organise and manage operational and strategic business reviews with your customers
- Develop and maintain a deep understanding of our customer’s business drivers and recruitment goals to steer activities to align with these
- Monitor and measure customer satisfaction and take proactive action to remedy any concerns
- Continually improve your knowledge of both reed.co.uk offerings and the customer’s business/industry to ensure that you are delivering the best possible service
- Communicate ROI and recommendations to our clients enabling growth and renewal
- Liaise with internal teams to ensure client needs are being met; coordinating the service provided by Onboarding, Sales, Marketing, Finance, and Product
- Partner with Sales to manage customer success metrics and expectations
- Analyse and monitor customer data to draw insights and optimisations, communicating those findings to clients and adjusting campaigns for better performance (if required)
- Support our clients in optimising our products with tasks like, but not limited to - trial conversions employer branding, product updates, industry expertise
- Drive efficiency in our client relationships and demonstrate a tenacious spirit that is adaptable, doesn’t accept the status quo and won’t allow the current landscape to be a blocker to driving long term customer value

### Skills and Experience

- Proactive, positive, self-starter and team player with a skill of continually improving processes
- Ability to work in a team-based, collaborative environment and a passion for contributing to the creation of a world class customer success function
- Capability to communicate brand/products effectively and clearly both cross-functionally (sales, product, marketing) and to external customers over multiple media
- Track record of working in a customer-facing environment and developing/driving initiatives to ensure or improve upon a customer’s ROI with our services
- Ability to digest complex data and relay it to customers in a manageable, clear and concise way
- Excellent presentation and meeting facilitation skills including small to medium groups
- Demonstrable success in thinking strategically, executing tactically while providing consistent and high level customer satisfaction and retention in a fast-paced environment

### Key Measures and Targets

- Timely escalation and resolution of Customer queries
- No. opportunities passed to Business Development and Account Managers
- No. of membership and subscription renewals
- Completion of bespoke customer engagement plans
- No. effective Customer engagements
- Positive feedback on any Customer Satisfaction Survey issued
- Activity/usage levels over an Accounts Duration