

# Turkey Jobs Expertini®

## Customer Education Specialist

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Company: Insider

Location: İstanbul

Category: other-general

Before jumping in on all the information about the role and what you can bring to the table, let us introduce ourselves real quick. **About us**Hi there! We are Insider, a B2B SaaS company that drives growth for its clients around the world. How are we achieving this? We are connecting data across channels, predicting future behavior with AI, and individualizing experiences from a single platform with the fastest time to value. We announced that we unlocked our unicorn status after our Series D round. We are backed by top-notch investors including Sequoia Capital, QIA, Riverwood, Endeavor Catalyst and trusted by 1000+ brands from high-growth startups to the most prestigious Fortune 500 companies such as Singapore Airlines, Virgin, Nestle, Nissan, Samsung, Lenovo, Puma, MediaMarkt, IKEA, Allianz, Santander, Dominos, Avon, CNN, and the list goes on. We are the #1 Leader everywhere! We are recognized as a leader in The Forrester Wave™ for Cross-Channel Campaign Management in Q3, 2021. We are also named a leader in 2021 Gartner® Magic Quadrant™ for Personalization Engines. But wait, there is more. For 21 quarters in a row, we've been ranked as a leader in G2 Mobile Marketing, Personalization, Customer Data Platform, and Customer Journey Analytics Grids. We are also proud to become one of the very few female-led B2B SaaS unicorns in the world. Behind all these achievements, there is an exceptionally talented and passionate team across 28 countries that moves fast and agile, creates cutting-edge products, and focuses on making an impact. If you want to join us in this journey, just keep reading **Customer Education Mission** To empower our customers with the knowledge and skills they need to excel while fostering a deep understanding of our product. Our unwavering commitment is to deliver a flawless eLearning experience and

act as the crucial bridge connecting our customers with our product team, channeling invaluable insights to drive tangible improvements. Empowering our customers means more than just teaching them – it's about giving them the tools to succeed while helping them truly understand our product. We're committed to providing seamless eLearning experiences that connect our users with our product team, bringing valuable insights to drive real improvements. In our quest for customer satisfaction, we follow these guiding principles:

- \*Helping customers find value by emphasising on the details that matter
- \*Creating a flexible program that can grow with our customers, offering personalized training options
- \*Embracing an agile approach to deliver solutions quickly and maintain high quality.
- \*Designing fun and engaging learning experiences that keep users interested.
- \*Being there for our customers when they need us, guiding them to achieve their goals effectively.

**Customer Education Vision** To be the global benchmark in customer education for the Insider brand, recognized for our unwavering commitment to excellence. We aspire to be the center of excellence & go-to experts for our business, ensuring customers master its potential. Our eLearning experiences set the gold standard for engagement and effectiveness, while we act as the single source of truth that amplifies customer voices and drives continuous product improvements.

**Position Summary** As a Customer Education Specialist, you will play a pivotal role in bringing our mission and vision into reality. You will be at the forefront of creating and delivering exceptional eLearning experiences to our valued customers. Additionally, you will serve as the bridge that connects customer insights to our product team, contributing to continuous product enhancements.

### **Key Responsibilities-**

#### **Product Mastery:**

Develop an in-depth understanding of our product

Becoming a subject matter expert by using the product & sourcing product learnings from day-to-day interactions

Keep up-to-date with product updates and changes by attending product trainings & meeting regularly with Product Managers

Assist the Customer Onboarding Team internally in maximizing product utilization for our customers.

Support the CS team by unlocking their ability to guide customers to success, by developing educational modules that apply to common use cases and user workflows

Support the operational activities of Insider Academy's Product Education Team with the aim of complementing Customer Education materials

Provide internal support to the Product Marketing team by sharing insights gathered from the field.

### **E-Learning Excellence:**

Create engaging eLearning content, including courses, documentation, videos, webinars, and other learning interventions.

Ensure a seamless and effective eLearning experience for customers.

Act an active role in creating the certification programs creation.

### **Customer Engagement:**

Interact directly with customers to understand their needs, answer queries, and address concerns during Live Webinar sessions.

Evaluate the feedback on eLearning materials and the overall learning experience.

### **Single Source of Truth:**

Collaborate closely with the product team and other internal stakeholders to relay customer feedback and insights.

Play a crucial role in translating customer feedback into actionable product improvements.

### **Continuous Improvement:**

Monitor the effectiveness of educational materials and make data-driven improvements through surveys and other customer feedback.

Keep up with industry best practices and emerging trends in eLearning and customer education.

Create an industry-leading scenario library that enables experts to harness the full potential

of Insider's platform.

## **Qualifications**

Bachelor's degree in Education, Instructional Design, or a related field (Advanced degrees a plus).

Fluent in English and in the local language

Exceptional communication and presentation skills.

Project management and organizational skill sets.

Experience with Google Workplace

Proven experience in instructional design, eLearning development, or a related role.

Strong technical proficiency, especially with eLearning tools and learning management systems such as Intellum, Skilljar, Tovuti, Talent LMS.

Strong focus on delivering value quickly to the customer and taking a highly iterative approach to your design.

A passion for continuous active learning in the B2B SaaS industry.

High level of flexibility, creativity, and accountability.

Ability to work collaboratively and bridge the gap between customers and the product team.

## **While exporting our technology to the world, we offer you:**

A chance to work in an **international, diverse, and inclusive environment**

To be a part of an industry that's shaping the future of customer experiences

Opportunity to be a part of different side projects depending on your interests

Access to many hard and soft skill training to help you improve and challenge yourself

Access to 16,000+ online courses taught by real-world professionals on the LinkedIn Learning platform to satisfy your hunger for knowledge.

Space to share your skills through training sessions and workshops if you wish. Sharing is caring!

Free access to exclusive platforms such as **Blinkist, Masterclass, and Spotify**

Chance to become a Shareowner with the **Shareowner System**

**Inclusive Private Health Insurance**

**Food tickets** to cover all the yummy food expenses monthly

The infamous team activities are bursting with fun. Check out:

No Dress Code!

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