

# Turkey Jobs Expertini®

## Customer Success Operations 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 **Revenue Ops (CS) Mission** Our mission within Revenue Ops (CS) is to streamline and enhance the entire partner journey, from onboarding to post-onboarding, ensuring fast and efficient transitions. We take pride in optimizing processes, improving

the speed and quality of onboarding, and delivering substantial time saving for our Customer Success Managers. We are dedicated to managing all customer success activities within our CRM, creating projects that reduce costs and contribute to company profitability, and maintaining smooth internal communication flow. Our primary focus is on driving exceptional partner experiences and maximizing the value we bring to the organization. **Revenue Ops (CS) Vision** We aspire to be the driving force behind an unparalleled partner experience within Customer Success Operations. Our vision is to create a seamless partner journey that sets the standard for speed, efficiency, and quality, ultimately leading to the highest partner satisfaction. We see ourselves as a vital resource in our organization, delivering substantial time savings for our Customer Success Managers, who can then focus on building strong relationships with our partners. We envision ourselves as the central hub for all customer success activities, managing and optimizing processes within our CRM. Our commitment extends to identifying and implementing innovative projects that not only reduce Customer Success costs but also contribute significantly to the company's profitability. In our vision, smooth internal communication flows effortlessly, fostering a collaborative and cohesive work environment. We aim to be the driving factor that aligns all stakeholders and departments towards the common goal of exceptional partner success. Our passion lies in consistently improving and setting new industry standards, thereby ensuring our company's enduring success. **Position Summary** As a Customer Success Operations Specialist, you will be an integral part of our Customer Success Operations team, contributing to the mission and vision of creating exceptional partner experiences and optimizing the entire partner journey. Your role will focus on enhancing operational efficiency, improving onboarding processes, and driving projects that reduce costs and boost profitability. You will also play a key role in maintaining effective internal communication flows to ensure cross-functional collaboration.

### **Key Responsibilities**

**Customer Journey Mapping** : Map the customer journey to identify touchpoints and opportunities for engagement and improvement throughout the customer lifecycle.

**Customer Journey Optimization** : Own and streamline the entire partner journey, from onboarding to post-onboarding, ensuring swift and efficient transitions and a seamless experience for partners.

**Onboarding and Training** : Ensure a smooth onboarding process for new customers, helping

them get started with the software and providing training and resources to maximize their product knowledge.

**Speed to Value** : Work to improve the speed and quality of onboarding, with a focus on delivering fast and qualified onboarding, ultimately contributing to partner satisfaction.

**Customer Health Monitoring**: Continuously assess the health and engagement of customers by tracking product usage, adoption, and satisfaction. Identify at-risk customers and opportunities for upsell.

**Data Analysis** Analyze customer data and usage patterns to identify trends and insights that can guide decision-making and product improvements.

**Customer Feedback** Gather and analyze customer feedback to gain insights into their needs, challenges, and suggestions. Use this feedback to improve the product and services.

**Time Savings**: Implement strategies and processes that save time for our Customer Success Managers, enabling them to focus on building and maintaining strong partner relationships.

**Playbooks and Automation** : Develop customer success playbooks and utilize automation tools to guide customer interactions, ensuring consistency and efficiency in customer management.

**CRM Management (Gainsight)** : Take responsibility for managing all customer success activities within our CRM, ensuring data accuracy and process efficiency.

**Churn Analysis**: Investigate customer churn and work on strategies to reduce it, including addressing root causes, improving customer support, and enhancing the product.

**Customer Support Alignment** : Ensure that customer support and success teams are aligned in their efforts, with clear processes for escalations and issue resolution.

**Customer Success Technology** : Stay current with customer success technology and tools, utilizing them to streamline processes and enhance customer management.

**Customer Success Efficiency** : Identify and create projects that reduce Customer

Success costs and contribute to the company's profitability.

**Communication Coordination** : Act as the central point of contact for all internal communication within the Customer Success team. Ensure that messages and information are effectively shared across various teams and departments.

**Cross-Functional Collaboration** : Facilitate and promote collaboration among different functions within the Customer Success team, such as onboarding, support, and account management, to ensure a cohesive approach to partner success.

**Continuous Improvement** : Continuously assess and improve the effectiveness of customer success operations, adjusting strategies and processes as necessary.

### **Qualifications**

Bachelor's degree in Engineering, Business, Operations, or a related field.

2+ years of experience in customer success, operations, or a similar role.

Strong analytical skills with a data-driven approach.

Exceptional communication and interpersonal skills.

Proficiency in using customer success and CRM software (, Gainsight, Salesforce, HubSpot).

Strong organizational skills with attention to detail.

Adaptability to a fast-paced, evolving work environment.

### **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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