

## Role Profile – Customer Advocate

### The Company

Artesian helps customer curious businesses increase credibility, competitiveness and customer satisfaction... and ultimately, revenue.

Our platform is designed to make salespeople look awesome. We do this by providing:

- Smart ways to identify the best customers to talk to
- New ways to engage with them throughout the sales cycle
- A revolutionary new way of measuring positive sales behavior

If you enjoy the thrill and challenge of fast, evolving business; being agile and creative in your approaches; and learning from your colleagues every day, then read on.

**Location:** Office based: Winnersh (UK)

**Department:** Support Services

Artesian prides itself on our outstanding Customer Support. The Support Services team help our customers achieve success, working pro-actively and reactively to offer support and put the Customer at the forefront of everything we do.

**Job title:** Customer Advocate

As a Customer Advocate you will become an expert on the Artesian offering and provide first line support to our customers and colleagues. Our Customers expect business relevant news and social media articles so you will be a media savvy individual who can pinpoint search hazards and creatively find ways to find the most relevant news for our customers.

**Reporting into:** Director of Services

**Essential duties and responsibilities** include the following:

- Combine research ability and English language skills to produce effective search terms able to locate content that matters, sourced from all forms of online media, ranging from local newspapers to social media sites, in order to return accurate and relevant news for our customers
- Attend to Support requests from customers reporting issues, communicating mostly by email and phone in order to provide a quick and effective response to our customers, helping to drive usage and retention

## Customer Advocate

- Support colleagues in getting the most out of Artesian in order to assist in demonstrating its abilities to customers and prospects
- Adhere to Artesian Customer SLAs, in order to meet our contractual commitments and helping to drive usage and retention
- Escalate product issues and potential bugs, in order to highlight them to the team, assist in their resolution and communicate progress to the customer as swiftly as possible.
- Liaise closely with colleagues in order to learn best practise and maintain consistency in our relationships with our customers

The above statements are a snapshot of the role and are not intended to be an exhaustive list of all duties and responsibilities required.

### Technical Skills and Qualifications:

Minimum requirements:

- Ability to identify and fix search hazards (e.g. "Monsoon")
- Strong English language skills
- Experience of using search engines (ideally using advanced searches)
- Experience of using social media
- Excellent written and verbal communication skills (you will be communicating with our customers)
- Self-starting and able to manage your own time effectively
- Good knowledge of UK and US geography (towns, cities, regions, states – often useful when identifying ambiguous companies)
- Ability to work as part of a team to creatively solve problems

### Desirable Skill:

- Fluent in any European language(s)

### Key Deliverables:

- Answer support queries in line with Artesian KPIs and meeting agreed objectives
- Review company search terms (Enrichment), in reactive support or pre-emptively, to a high standard, returning relevant news articles where available
- Become proficient in each Customer Advocate Core Skill

### Experience:

- Degree educated or equivalent work experience