

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central area is white, providing a clear space for the text.

Getting Started Module 1: The Role of the CEA

What's In a Name?

- ▶ **CEA = Customer Engagement Associate**
 - ▶ A collaborative partner with sales aimed at providing a great customer experience with open communication



The Role of the CEA -Overview



- ▶ The expert in providing outstanding customer service and satisfaction
- ▶ A guide for clients through the production process
- ▶ An advocate for building well marketed, effective ads
- ▶ Able to work autonomously on partnered accounts with limited sales rep oversight
- ▶ Able to collaborate with clients to enable working ahead of deadlines
- ▶ The owner of ATOL entry and providing clear organized instructions
- ▶ Mindful of deadlines and production resources to determine priorities

Keys to Success



- ▶ Building trust with partnered reps and clients
- ▶ Strong and sufficient communication tailored to needs of the receiving party
- ▶ Attention to detail
- ▶ Organization
- ▶ Proactivity
- ▶ Ability to provide options and solutions
- ▶ Problem solving skills and resourcefulness
- ▶ Consistency with performance, communication, and timing

Process Expectations

- ▶ Communicate with assigned Sales Reps to partner clients with you for their ad production needs
- ▶ Communicate directly with clients via phone, email & text message.
- ▶ Own collection and entry of ad creation instructions and materials, ad corrections and ad approval.
- ▶ Keep account lists and totals up to date
- ▶ Keep client notes detailed and updated
- ▶ Send insertion order reminders



"If everyone is moving forward together, then success takes care of itself." - Henry Ford

