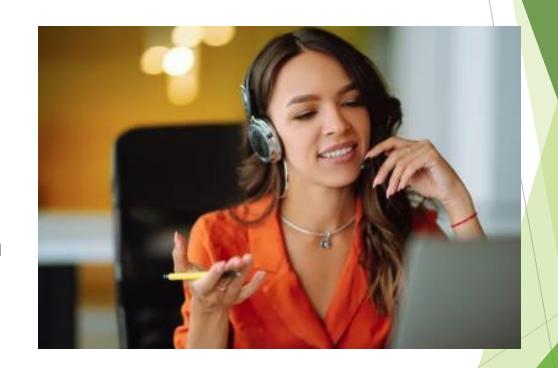
Getting Started Module 1: The Role of the CEA

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

