

CEA Communication Expectations

- CEAs will:
 - Communicate in a clear, concise, and professional manner
 - Provide organized and complete written instructions
 - Alert sales of potential problems as early as possible
 - Increase communication with sales as deadlines approach
 - Determine communication routines with sales after initial 6-week period
 - Refer to wikis to store and manage customer communication preferences
- Response time to incoming communications:
 - In-house communications (artists/managers/co-workers):
 - Teams chat – within an hour
 - Emails and calls – prep related 2 hours, non-prep 24 hours
 - External communications (clients/ reps) – applies to phone/text/email
 - Print Day – 1 hour response time max.
 - Prep week – 3 business hour response time max.
 - Future week – 24-hour response time max.
 - Acknowledgement response for all communications – “ok got it”, provide timeframe for completion if possible and complete request within agreed timeframe
- Non-Responsive Clients
 - If a client is not responding to their preferred method of contact, the CEA will try alternate methods (phone, text, email).
 - If a client is unresponsive after at least 3 different attempts, the CEA will escalate to sales

- If a client is booked in prep week, CEA can ask for rep involvement at any time, regardless of communication attempts

Escalation

- Rep escalation
 - Unresponsive clients
 - Client request for financial or sales related items
 - Clients insisting on decreasing offer value or changing negotiated offers
 - Clients insisting on creative decisions that may affect the effectiveness of the ad
 - Ads sold late on print day
 - Clients requesting to cancel their ad
- Manager escalation
 - Individual rep issues – poor communication, not transferring accounts, routine interference in client contact, etc
 - General role responsibility concerns
 - Training or team member concerns