



Job Title: Consumer Experience Specialist (CX Specialist)

FLSA Status: Non-Exempt

To Apply: Send resume and letter of interest to HRinbox.CTHIX@ct.gov with the job title in the subject line.

Summary /Overview

The **Consumer Experience Specialist** is responsible for supporting and enhancing Access Health CT's consumer experience. S/he will be responsible for monitoring and communicating daily with customers about their experiences – positive or negative – across multiple channels, including social media and email. S/he will also work with the CXCC Manager to analyze data from reports, make recommendations in support of operations to achieve business objectives, and develop solutions to customer service challenges. Additionally, the CX Specialist is responsible for resolving escalated consumer enrollment issues. This position has no supervisory responsibilities and reports to the CXCC Manager.

Essential Duties and Responsibilities

Consumer Experience Command Center functions:

- Monitor consumer feedback through use of social listening tools
- Engage with community members through direct messages and comments on social media in line with the AHCT voice and values.
- Respond to consumer comments, when appropriate, in order to foster a positive community relationship and add value to the user's experience.
- Analyze customers' feedback, determine their satisfaction, interpret the results to senior managers and develop solutions to customer service challenges.
- Use Google Analytics and other measurement tools to provide reports on metrics, and continually find ways to improve on those metrics through testing and new initiatives
- Assist with reporting Key Performance Indicators (KPIs) for Customer Experience function.
- Communicate to and from Operations and other support departments.
- Track conversations, sentiments and the performance of existing marketing campaigns to turn social insights into actions.
- Use Net Promoter Score survey results to gauge overall customer satisfaction and inform the business strategy.

Customer Service functions:

- Serve as first level representative in handling escalated account inquiries that arise directly from customer feedback and social media platforms.
- Work within the Customer Relationship Management System (CRM) to log inquiries, solutions and results.
- Act independently in determining appropriate course of action to resolve issues, inquiries, or requests within established timeframes.
- Provide best-of-class customer service experiences with a sense of urgency and a friendly spirit.

- Utilize trained and researched knowledge of the Affordable Care Act (ACA) to resolve issues of a sensitive nature efficiently and accurately.
- Other duties as required

Qualifications: the requirements listed below are representative of the knowledge, skill, and/or ability required.

- BS/BA in Communications / Marketing or similar field, related topic or equivalent experience.
- Demonstrated writing, editing, and proofreading skills and the ability to assume a brand personality
- 3-5 years of experience in customer service including systems and processes within the health insurance industry a plus.
- Ability to be available during off-hours as necessary.
- Ability to build rapport with customers.
- Bilingual skills a plus.
- Must obtain a clear understanding and working knowledge of the Exchange system.
- Proficiency in the Access Health CT online application program.
- Thorough understanding of the process and healthcare insurance benefits of the Affordable Care Act and updates on current regulations, as well as the ability to communicate that information.
- Passing score on the online certification testing.
- Ability to work in a rapidly changing environment.
- Competent in Microsoft Office systems including Excel & PowerPoint.
- Excellent communication, interpersonal, negotiation and organizational skills.
- Strong ability to evaluate complex problems and draw conclusions.
- Demonstrated strength in, documenting, maintaining, and explaining procedures/processes and/or solving problems.

Physical Demands: the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, use hands to type data, and utilize a phone or other electronic communication devices. This employee may occasionally have to operate business machines. Specific vision abilities required in this job include close vision and the ability to adjust focus.

Work Environment: this is an in-office role in which the noise level in the work environment is usually moderate. Requires fast-paced deadlines and has a high stress at times.

Equal Opportunity and Affirmative Action Employer