

Client Relationships, Lead, Experience and CRM



Phone :

Web :

Job Summary

Vacancy :

Deadline : Nov 03, 2024

Published : Oct 03, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

At Interac, we design and deliver products and solutions that give Canadians control over their money so they can get more out of life. But that's not all. Whether we're leading real-time money movement, driving innovative commerce solutions like open payments for transit systems, or making advancements in new areas like verification and open banking, we are playing a key role in shaping the future of the digital economy in Canada.

Want to make a lasting impact amongst a community of creative thinkers, problem solvers, technical gurus and high-performance application developers? We want to hear from you.

As the Lead, CRM & Client Experience, you will play a critical role on the Client Strategy team within the Chief Client Office, responsible for enhancing the client experience and supporting commercial growth initiatives. You will drive the management and optimization of our CRM (Salesforce), ensuring seamless integration and usage across our client team. Your focus will be on building effective client journeys, driving user adoption, and leveraging data to enhance client interactions. You'll also manage our Customer Insights Program (CXP), ensuring insights inform key business and product decisions.

You'll be responsible for:

- Leading the optimization and ongoing management of CRM (Salesforce) and related sales enablement platforms.
- Designing and refining Client journeys to improve engagement, satisfaction, and overall Client experience.
- Developing and implementing change management strategies to drive user adoption of CRM and sales tools within the Client team, monitoring performance and identifying opportunities to engage users.
- Overseeing the integration of customer insights into our CRM and sales processes to inform decision-making and improve performance.
- Collaborating with cross-functional teams to align CRM enhancements with commercial and business goals, leading product design workshops
- Training and supporting the Client team on CRM best practices, ensuring effective usage of the system and tools.
- Managing the Customer Insights Program (CXP), owning the internal and external feedback loops, ensuring client and team insights are continuously captured and addressed.
- Owning the measurement and reporting of key metrics, including CSAT, a corporate OKR, to the Senior Leadership Team and Executive Committee.

You bring:

- 5+ years of experience in CRM (Salesforce) management, and customer experience roles.
 - Proven success in driving user adoption of CRM and sales tools within a sales or client-focused organization.
 - Experience building customer journeys, with a focus on improving satisfaction and operational efficiency.
 - Strong analytical skills with experience in customer insights programs and utilizing data to influence decisions.
 - Excellent collaboration and communication skills, with the ability to manage cross-functional teams.
 - Experience within the payments and financial services industry a plus.
 - Must be eligible to work for Interac Corp. in Canada in a Full Time Capacity
- Interac requires employees to complete a background check that is completed by one of our service providers. We use this service to complete the following checks:*
- 5-year employment verification;
 - Canadian criminal record check;
 - Education verification;
 - Canadian ID cross-check;
 - Public safety verification; and
 - Credit inquiry

How we work

We know that exceptional people have great ideas and are passionate about their work. Our culture encourages excellence and actively rewards contributions with:

Connection: You're surrounded by talented people every day who are driven by their passion of a common goal.

Core Values: They define us. Living them helps us be the best at what we do.

Compensation & Benefits: Pay is driven by individual and corporate performance and we provide a multitude of benefits and perks.

Education: To ensure you are the best at what you do we invest in you

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Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
