



## Customer Service Associate (CSA)

**Reports To** Manager of Customer Service  
**FLSA** Hourly, Non-Exempt - Full Time  
**City/State** Little Rock, AR

**Description** **GENERAL DESCRIPTION OF POSITION**

The Customer Service Team is the face of the company and delivers high-quality, high-volume support to both internal and external customers.

The Customer Service Associate (CSA) handles a high volume of inbound calls and emails, processes payments, and provides basic technical support for customer-facing platforms. The CSA documents every interaction in the CRM, meets company service level agreements (SLAs) for next-business-day response times and escalates complex issues as needed. Success requires quick learning, knowledge retention, attention to detail, empathy, and consistent follow-through.

**Requirements** **ESSENTIAL DUTIES AND RESPONSIBILITIES**

**High-Volume Customer Support**

- Support a high volume of inbound communications via calls, emails, web forms (and chat/SMS if enabled); triage, troubleshoot, and own to closure.
- Complete call summaries, apply disposition codes, and queue follow-ups before moving to next contact.
- Manage email for assigned Outlook mailboxes.
- Document voicemail and return calls within next-business-day response standards.
- Process payments (phone/online) via approved online systems in accordance with company procedures.
- Communicate clearly in writing and verbally; explain technical concepts in plain language.
- Actively listen, demonstrate empathy, and provide timely, appropriate solutions; de-escalate when needed.
- Maintain accurate, complete records of customer interactions (inquiries, actions taken, and resolutions) in the CRM using approved templates and ticketing codes.
- Escalation Discipline: Apply severity levels; engage the correct resolver group; maintain ownership and close the loop with the customer.
- Monitor aging queues and perform daily sweeps to prevent SLA breaches; reassign as needed.
- Trigger required customer satisfaction surveys per policy after phone interactions.

**Basic Technical Support**

- Quickly learn new software applications and tools; follow standard troubleshooting steps and decision trees; escalate complex issues as needed.
- Assist with account access (login/password resets), email deliverability (spam/suppressions/bounces/allow-listing) and basic site/app navigation issues.



- Guide customers through browser checks and cache/cookie clears; verify expected vs. actual behavior and capture error messages.
- Collect reproduction steps, timestamps, and screenshots; log in CRM and escalate with clear, concise notes.
- Follow identity verification steps before discussing account details.

#### **Operations, Payments & Data Hygiene**

- Manage incoming/outgoing physical mail and packages. Receive, log, and distribute to appropriate stakeholders.
- Perform data hygiene activities: resolve bounced emails and returned postal mail, update contact details, and supplement accounts with verified information.
- Create/locate invoices, research discrepancies, reconcile transactions/refunds/voids, and coordinate with Finance as needed.
- Follow PCI-DSS safe-handling procedures for card data; use only approved payment interfaces and never store payment data in notes.

#### **Culture & Product Knowledge**

- Model company values, the customer experience model, and service standards in every interaction.
- Develop in-depth knowledge of products, programs, and policies to provide accurate information.
- Learn and adapt to CGI policies, procedures, technology, tools and online platforms.

#### **Continuous Improvement & Cross-Functional Collaboration**

- Identify and recommend workflow improvements that reduce friction for customers and staff.
- Communicate and collaborate within the customer service team and across other departments to report customer feedback and trending issues to continuously improve sales, marketing, business practices and the overall customer experience.
- Provide feedback on the efficiency of the customer service process and make recommendations to streamline or enhance the process and overall customer experience.
- Proactively spot potential problems and resolve or escalate before they impact customers.
- Contribute to the company knowledge base/FAQ library; propose updates when repeat issues appear.

#### **Additional Responsibilities**

- Provide clerical and administrative support to internal stakeholders (e.g., products, certification, etc.) as bandwidth and priorities allow.
- Actively contribute to the organization's continuous improvement initiatives.
- Other duties as requested to support internal stakeholders, organizational goals, client success and strategic priorities.

#### **KEY PERFORMANCE METRICS (Illustrative)**

- Meeting company next-business-day service level agreement for customer response.
- First contact resolution, with issues being resolved without follow-up communication or transfer.
- Complete, accurate notes in CRM; correct call and task categorization; proper use of templates and knowledge articles.



- Customer Satisfaction Survey send compliance (when manually triggered).
- Customer Satisfaction Survey results meet/exceed annual goal.

#### **SKILLS & COMPETENCIES**

- Proficiency with Microsoft Office Suite (Outlook, Word, Excel, PowerPoint and Teams).
- CRM/AMS experience (Salesforce/Fonteva a plus); ability to learn new systems quickly
- Minimum typing speed 45+ words per minute preferred.
- Exceptional written and verbal communication, relationship-building and de-escalation skills.
- Strong attention to detail, accurate documentation; ability to manage multiple priorities in a fast-paced, high pressure environment.
- Adaptability and resilience when priorities shift; consistent follow-through to completion.
- Ability to solve problems, alleviate conflicts, and escalate tactfully
- Ability to communicate clearly and concisely (in writing and verbally); explain complex or technical concepts in plain language.
- Proficiency in managing multiple phone lines and communication channels simultaneously.
- Ability to answer the phone, listen actively, relay information, and type basic information simultaneously

#### **EDUCATION & EXPERIENCE**

- High School Diploma required; college degree preferred.
- Minimum of three (3) years of professional customer service experience in a high-volume inbound call environment.

#### **PHYSICAL REQUIREMENTS**

Physical requirements: sit/stand/walk; frequent phone/computer use; occasional lifting up to 25 lbs.

#### **SUPERVISORY RESPONSIBILITIES**

None

#### **WORK LOCATION & SCHEDULE**

This position requires in-office presence.

Company hours of operation are 8:00 AM–5:00 PM Central, Monday–Friday.

Overtime must be pre-approved and will be paid in accordance with company policy.

#### **EXPECTED TRAVEL**

Up to 5% travel for company and staff training, client meetings, and industry events.

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#### **EQUAL EMPLOYMENT OPPORTUNITY**

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.