

XPD – Experience & Professional Development

Micro-Internships for Customer Success Representatives

We've identified the most common responsibilities outlined in CSR job descriptions:

- Build and maintain strong, long-lasting client relationships
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Collaborate with sales team to identify and grow opportunities
- Own multiple account management projects at a time, while maintaining sharp attention to detail



While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

Skills listed below could be used as “qualifications” or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Build and maintain strong, long-lasting client relationships	Grit/Drive	Analytical thinking
Ensure the timely and successful delivery of our solutions according to customer needs and objectives	Problem solving	Empathy
Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders	Communication	Presentation
Collaborate with sales team to identify and grow opportunities	Team player	Persuasiveness
Own multiple account management projects at a time, while maintaining sharp attention to detail	Attention to detail	Organization

SAMPLE PROJECTS

Customer Service	We would like you to go through our social media platforms for the last three months and identify various customer service opportunities and how we can address them as a company. Identify trends, positive and/or negative, patterns, outliers, etc.
Nurture Campaign	We would like for you to create a welcome nurture campaign for new customers. This should be a three part email campaign to help the new customers get onboarded. Outline and draft the content for each and email.
Client Dashboard	We would like you to create a mockup of a monthly dashboard for our clients that could be used internally and/or shared with each specific client. Think about the critical information that should be included and how to present it so that it resonates with our clients.

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XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
www.cbsju.edu/xpd
 Open Monday - Friday, 8:30 a.m. - 4:30 p.m.

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