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This is the original job description that I was given, and asked to rewrite:

Job Description

Our office is rapidly growing and we are looking for the right individual to join our team in a full-time or part-time position. Our Customer Service Representative will be responsible for providing exceptional customer service and seeking cross sell opportunities to our current clients and new prospects. A strong candidate will be detail oriented, a good communicator, and very organized.

Insurance industry or agency experience and knowledge is not required, but is a plus. Previous customer service experience is preferred.

Salary Range:

Benefits

PTO

Flexible Schedule

Career growth/advancement development

Responsibilities

Handle incoming calls to evaluate the needs of customers and provide an exceptional customer experience.

Work alerts lists to process payments, obtain documents and process customer requests.

Follow up with customers to assure satisfaction, target cross sell opportunities, and provide solutions for customers.

Develop strong, professional relationships with our customers to foster trust and maintain a high level of client retention and product loyalty.

Requirements

Must have an upbeat, enthusiastic and professional attitude.

Must be able to multi-task and perform well while handling client inquiries.

Possess a strong willingness to learn, be intuitive, and coachable.

Be a great self-starter with a sense of urgency.

Must be highly organized.

Must be able to obtain or currently possess Property & Casualty and Life insurance licenses.

Previous customer service experience is a plus.

Company Description

Our Agency is located in [Client's City] specializing in Auto, Home, Life, and many insurance products. We care about our clients, and it shows in our results as we have achieved many awards since opening our doors. Our dedicated staff works incredibly well as a team and always puts the customer first.

Here is Version 1 of my rewrite, with a personable tone:

Want to Join a Great Team? Become a Customer Service Representative

Our office is growing and we're looking for the right person to join our team. A great Customer Service Representative has an upbeat, enthusiastic attitude while working with customers, and looks for opportunities to sell more services to them and to new prospects.

We've found that the people who do best in this job are detail oriented, good communicators, and very organized.

It's helpful to have insurance industry or agency experience, but is not required. But having a good attitude, an ability to sell, and a willingness to learn new things is really the most important. Even if you don't have previous experience, if you think this is a great job for you, let us know.

Salary Range

Competitive compensation based on experience and qualifications.

Flexible Schedule

Whether you prefer full-time or part-time hours, we offer a flexible schedule.

Career Growth, Advancement, and Development

We foster an environment that encourages professional growth and advancement. You'll have the opportunity to develop your skills and expand your career.

Responsibilities

1. Handle incoming calls to evaluate the needs of customers.
2. Process payments, customer requests, and obtain necessary documents through alert lists.
3. Proactively follow up with customers, offer tailored solutions, and identify cross-selling opportunities.
4. Develop strong, professional relationships with our customers. This builds trust and helps to maintain a high level of client retention and product loyalty.

Requirements

1. Be coachable and willing to learn new things.
2. Have initiative, organization, and drive to figure things out.
3. Currently possess Property & Casualty and Life insurance licenses, or be willing to get them.

Company Description

Our Agency is located in [Client's City]. We specialize in Auto, Home, and Life insurance, while providing many other products. Our dedicated staff works well as a team and we care about our clients. We're not just saying that! It shows in our results as we have achieved many awards since opening our doors.

Here is Version 2 of my rewrite, with a more corporate tone:

Position: Customer Service Representative

Are you ready to join a great team? As a Customer Service Representative, you'll engage with customers in a positive and enthusiastic manner, while finding opportunities to promote additional services to existing and potential clients.

Successful candidates in this role possess attention to detail, excellent communication skills, and strong organizational abilities.

It's helpful to have insurance industry or agency experience, but is not required. Prior customer service experience is a plus, but we value a positive attitude, sales acumen, and eagerness to learn. If you are passionate about this role, even without prior experience, please let us know.

Salary Range

Competitive compensation based on experience and qualifications.

Benefits

We offer a comprehensive benefits package, including:

- Medical, dental, and vision insurance
- Retirement savings plan
- Paid time off and holidays
- Career development opportunities

Flexible Schedule

Whether you prefer full-time or part-time hours, we offer a flexible schedule.

Career Growth, Advancement, and Development

We foster an environment that encourages professional growth and advancement. You'll have the opportunity to develop your skills and expand your career.

Responsibilities

1. Assess customer needs by handling incoming calls.
2. Process payments, customer requests, and obtain necessary documents through alert lists.
3. Follow up with customers, provide solutions, and identify cross-selling opportunities.
4. Cultivate strong, professional relationships with customers to enhance client retention and product loyalty.

Requirements

1. Possess a positive, enthusiastic, and professional demeanor.
2. Demonstrate multitasking abilities and excel in handling client inquiries.

3. Display a willingness to learn, adapt, and accept coaching.
4. Exhibit initiative, organization, and problem-solving skills.
5. Hold current Property & Casualty and Life insurance licenses, or be willing to obtain them.

Company Description

Located in [Client's City], our agency specializes in Auto, Home, and Life insurance, along with an array of other products. Our cohesive team is dedicated to providing exceptional service and values the satisfaction of our clients. Our commitment to excellence has earned us numerous awards since our establishment.

We appreciate your interest in joining our team and look forward to hearing from you.