



## **VIDEO CHAT COACH**

### ***Build a better tomorrow, coach our incredible Moms at achieving their breast pumping goals***

We are Willow and Willow puts Moms at the center of the Universe. She calls the shots and we help her to get to her goals and hopefully never have to have her repeat any information she has given us in the past. We listen and she is our reason for being.

Willow is a platform for products that help improve the lives and health of women. We are a mission-driven team of experienced inventors, young mothers, and fathers dedicated to making a difference in women's lives. The Willow™ Wearable Breast Pump is the first solution in our platform. Moms who pump told us that they often need to press pause on life while they pump and that their dream pump would be truly mobile and unplugged from the wall. We set out to create a better solution and we did not stop innovating until we got there. Willow is a complete re-imagining of the breast pump - it is the only all-in-one breast pump that fits in a bra. Willow is mobile, discreet and gives moms their hands back. Willow cuts the cords and banishes dangling baby bottles so busy multi-tasking moms can pump wherever the day takes them. Willow is a whole new pumping experience and it is going to change the game for women everywhere. Willow is a smart, connected device that can also track output and the pump's bags can be stored right in the freezer and cut open to fill a bottle.

**Our all-in-one breast pump has been selected as one of TIME's 25 Best Inventions of 2017. We have also won two of our Best of CES awards in 2017 that brings to life the promise of the Internet of Things (IoT).**

### **Sounds exciting? Are you our next Willow Video Coach?**

As a Willow Video-Chat Coach, you will deliver a premium coaching experience to Willow customers. You are a champion for the Willow brand and are passionate about helping customers be successful with their Willow Breast Pump. You work cross-functionally with team members in areas such as Service, Marketing, Operations, Quality Assurance, Research and Development and Senior Management.

### **Specific Responsibilities Include:**

- Coaching Moms who are experiencing a road bump during their breast pumping journey with Willow
- Troubleshoot issues and/or respond to questions regarding breast pump, mobile app, environment, anatomy and physiology
- Ability to probe and collect relevant information to understand customer issues while extending empathy
- Strong leadership quality to command the coaching session and inspire confidence that resolution will be achieved (even if resolution is understanding that Willow may not be the right product for her needs/anatomy/physiology)

- Genuine love and passion for the Willow product and the ability to authentically connect with the customer during her breast pumping journey (i.e. relatable stories)
- Ability to think fast and be adept at disarming frustrated customers while facilitating a positive coaching experience
- Develop and refine customer coaching process, improve efficiency and become a team mentor for new Willow coaches. Deliver training programs at Willow headquarters and outsourced call centers.
- Maintain and update onboarding coaches training documentation
- Perform data analysis to track and trend key metrics
- Understand business requirements and regulatory compliance.
- Actively engage with new mothers via community dashboard, private dashboard, and 1:1 online coaching sessions to provide feedback and support, answer questions, share resources, and facilitate seamless adoption of Willow Pump.
- Deliver high quality, engaging online/video coaching on breast milk, pumping and wellness issues
- Creative, dedicated and relentless in helping Willow Mom's achieve their goals.

**Basic Qualifications:**

- Bachelor's degree or higher, detail oriented self-starter with a keen interest in new emerging technology.
- Excellent oral, telephone and problem-solving skills (perfect grammar and syntax)
- Detail-oriented and discreet when handling customer information
- Solid technical (product, mobile app, software) skills for trouble shooting
- Excellent attention to detail, follow up skills and handling issues to resolution
- Skilled in databases (various), spreadsheets and presentation tools
- Background in customer service or technical support is desirable
- Experience in consumer products, medical device, and/or pharmaceutical industries is a plus
- Previous Breast feeding/pumping coaching experience is a plus.
- Passionate about changing people's lives and willing to go the extra mile to help Willow Pump's new mothers be successful.
- Provide Tier 1 to Tier 3 support from general queries across the spectrum of users of Willow Pump that will include coaching new mothers on troubleshooting device and optimal usage.
- Must possess a high level of empathy, emotional intelligence combined with exceptional customer service skills.
- Must exhibit outstanding video presence and be comfortable with dealing with technical aspects of Willow Breast Pump.
- Able to genuinely display and balance leadership qualities such as confidence, assertiveness with expert soft skills and flexibility of a trusted advisor.
- Possess an understanding of breast pumping/feeding landscape and able to translate that into coaching actions.
- Good person, loves Moms, works hard and likes to laugh.

**PLEASE SEND YOUR RESUME AND COVER LETTER FOR IMMEDIATE CONSIDERATION TO RECRUITING@WILLOWPUMP.COM**