



PA 211 Chat Resource Navigation Coordinator

211 is a nationally recognized, easy-to-remember number that provides expert, caring help via phone, text, or chat. No matter the situation, the Resource Navigators at 211 listen, help identify underlying problems, and connect people with resources and services in the community that contribute to healthier, happier lives.

The PA 211 Chat Resource Navigation Coordinator will support initiatives to optimize customer experience in these channels, helping ensure that Pennsylvanians are receiving efficient, accurate, and empathetic text-based service. This position will serve as the team lead for regional chat and SMS agents throughout the state, analyze data to drive system improvements, and respond directly to client inquiries via chat and SMS.

Goals of the Position:

1. Support the optimization of customer and staff experience in live chat, chatbot, and SMS channels.
2. Provide excellent customer service via chat and SMS channels, assessing needs and eligibility to provide referrals in an accurate, efficient, and empathetic manner.
3. Assess the strengths and needs for improvement of the chat and SMS channels, using data analytics.
4. Provide guidance and training to regional chat and SMS agents to support consistent statewide procedures.

Essential Functions of the Position:

- Using a person-centered approach, assess customer needs, assist with problem solving, and evaluate eligibility.
- Provide the customer accurate, relevant, and appropriate referrals to community-based resources according to customer-identified needs.
- Help customers identify underlying needs beyond those presented.
- Demonstrate inclusivity and objectivity in all customer interactions.
- Demonstrate high standards of professionalism, including a commitment to protecting customer privacy and maintaining confidentiality.
- Develop a deep understanding of PA 211's CRM and communications software and information and referral workflow in order to make and track appropriate referrals to customers.
- Analyze customer and agent data and proactively identify meaningful patterns of behavior to inform data-driven system optimization within the live chat, chatbot, and SMS communication channels.



- Work closely with statewide PA 211 staff and regional PA 211 Quality Assurance staff to create strategies (both system improvements and workflow modifications) to address client and staff needs for chat and SMS, and assist the team to set SMART goals and KPIs.
- Research and recommend current best practices for managing digital text-based customer service interactions.
- Assist in the implementation and monitoring of alternative chat and SMS strategies, including reporting on results.
- Contribute to the design of, and lead the implementation of, cross-region initiatives to ensure that chat and SMS agents are adequately trained and follow consistent procedures.
- Manage the statewide performance reporting for chat and SMS channels.
- Ensure that regional staff responsible for reporting has the training and tools necessary to extract high-quality data on chat and SMS channel usage within their region.
- Cultivate and maintain relationships with local PA 211 staff to advance a collaborative approach.
- Assist regional contact center directors plan their staffing for the chat and SMS channels.

Requirements:

- Outstanding customer service skills and dedication to providing exceptional customer care
- Experience in collecting and analyzing digital engagement data and synthesizing conclusions in an easy-to-understand format
- Ability to work and complete projects without direct supervision; self-motivated
- Possesses initiative, critical thinking, and problem-solving skills
- Demonstrated leadership skills and the ability to work effectively as part of a high-performing team
- Excellent verbal, written, and interpersonal communication skills
- Proficient in Office 365, Excel, Outlook
- Preferred: Customer service contact center experience, especially in text-based channels
- Preferred: Experience in CRM and professional digital communications systems
- Preferred: Experience conducting small-scale marketing research projects
- Preferred: Bilingual in Spanish and English with the ability to read and write in Spanish
- Ability to operate a motor vehicle, or provide your own reliable transportation to and from the office and regional training events
- Minimal overnight travel required



Salary and Benefits:

United Way of Pennsylvania offers a competitive benefits package which includes health care, vision, dental insurance, paid time off, and a 401(k)-employer match. UWP maintains a hybrid working environment, with a combination of office days and work from home days. The starting salary for this position is \$40,000 to \$45,000 annual salary.

How to Apply:

Apply at pa211.org/apply.