

Job Description - CRM Specialist



Breathe Well-Being



About Us

We are helping 70M Indians to prevent, manage and reverse Type 2 Diabetes. Through our clinically verified digital well-being program, we help people with Type 2 Diabetes to reduce blood glucose, lose weight and stop medications in a fun and engaging way. We have a coach-led community first approach which we combine with game design to deliver health outcomes. Our Net Promoter Score is 80 and more than 40% of our current customers are coming from word of mouth!

Our Believers (aka Investors)

Backed by Y Combinator, Accel Partners, General Catalyst and Scott Shleifer, Global MD, Tiger Global, 3One4 Capital, and other leading institutional investors, Breathe Well-being is fortunate to have some of the world's leading investors as its chief believers.

Founders

Founders of Breathe Well-being, **Rohan Verma** (Ex McKinsey) and **Aditya Kaicker** (ex-Accenture), childhood friends and now 2nd-time founders, come with a decade of experience in the healthcare space. Having seen and managed these problems for their parents, the founders understand what it takes to help people build behavioral changes that address these chronic diseases and more importantly, what it takes to help patients sustain their health outcomes. This is how the idea of Breathe Well-being came to life.

Rohan is a certified CrossFit L2 trainer and a mindfulness coach and Aditya is an ACE-certified behavioral health coach; together, with their experience in Healthcare consulting, Health Coaching, and Game Design they bring in the right expertise to develop life-changing health programs.



About the Role

We are looking for a CRM specialist the ideal candidate will play a crucial role in nurturing leads, converting MQLs to SQLs, reactivating old and dead leads, and optimising the entire customer journey. This position requires in-depth knowledge of various communication channels, data analysis, and collaboration with cross-functional teams to enhance our Conversion Rate (CR), Customer Acquisition Cost (CAC), and Return on Ad Spend (ROAS).



Requirements

- Proven experience in CRM management and lead nurturing.
- Strong knowledge of CRM software and data analysis tools.
- Proficiency in communication channels, including WhatsApp, Email, SMS, app push notifications, and web push notifications.
- Experience in preventing messages from being marked as spam.
- Excellent understanding of customer segmentation and cohort creation.
- Ability to independently come up with communication (content and posters) which resonate best with the customers
- Familiarity with CTAs, CTR, click rates, open rates, and ROI measurement.



Responsibilities

- Develop and execute lead nurturing strategies to guide prospects through the sales funnel.
- Plan and manage webinars to engage and convert leads into SQLs.
- Create campaigns to revive old and dormant leads.
- Implement re-engagement strategies to bring these leads back into the sales pipeline.
- Develop and implement lead scoring and qualification processes to improve the conversion rate.
- Collaborate closely with the sales team to ensure SQLs meet the desired criteria
- Utilise various communication channels, including Whatsapp, Email, SMS, app push notifications, and web push notifications, to engage with leads and customers effectively.
- Ensure messages are delivered and avoid being marked as spam.
- Create cohorts to analyze customer behaviour and preferences.
- Monitor and analyze key performance indicators (KPIs) such as CTAs, CTR, click rates, open rates, recency, frequency, and monetization from cold databases.

Compensation

Industry leading