# LASSO

# Customer Onboarding Specialist

**Company:** LASSO
**Team:** Customer Success, Onboarding
**Reports to:** Onboarding Project Manager
**Location:** Remote

## About LASSO

LASSO is the all-in-one platform where event companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

⸱⸱⸱→ Growing revenue
⸱⸱⸱→ Streamlining operations
⸱⸱⸱→ Controlling costs
⸱⸱⸱→ Minimizing risk
⸱⸱⸱→ Real-time insights
⸱⸱⸱→ Attracting AV talent
⸱⸱⸱→ Producing events

**Our mission** is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been recognized as a Best & Brightest Company to Work for the past seven consecutive years (2018–2024). We were also named one of Inc. 5000's fastest growing companies in 2022 (#1155 overall and #146 in technology) and are honored to be featured in Inc.'s prestigious Best Workplaces list for four years in a row!

## About the Role
The success of our clients hinges on their ability to access, understand, and use the LASSO system to solve their problems as quickly as possible. Therefore, their success depends on successful onboarding and adoption of the LASSO platform. We believe so much in the power of great onboarding that we invest heavily in finding the right people for this role and making sure they are set up for success. The onboarding team has our full support, so that clients can have yours!

We are looking for a passionate individual who can get our new clients engaged, motivated to take action, and ultimately see value in the LASSO system. This person needs to be energetic, organized to the next level, a powerful communicator, and a resourceful problem solver. This role also demands a blend of technical and interpersonal skills, and as such, we are seeking a team member who can "wear both hats" and help clients configure their platform one moment, and train/coach their team the next.

**Responsibilities**
- You own the LASSO onboarding process, including training customers on how to best utilize the LASSO platform for their organization.
- You act as the main point of contact between LASSO and the customer to ensure a seamless onboarding process from start to finish.
- You can express your strategic, smart, and quantitative thoughts in writing, on the phone, and in person.
- You become an expert on the LASSO platform and are able to articulate the "why". Be able to establish and maintain comprehensive onboarding plans customized for each of LASSO's customer requirements.
- You provide the product and technology teams with key product feedback that will help better serve our customers.
- You are a master problem solver–not only that, but you're also able to diagnose the root of a problem and not just treat the symptoms.
- You ensure established project timelines are met or exceeded for both LASSO and the customer.
- You provide regular updates to the client on project timelines and ensure any adjustments or changes are communicated and acknowledged.
- You create and lead the onboarding processes and help to accelerate the time to value/revenue, customer satisfaction and overall success of the project.
- You are willing to travel to customer locations up to once per month for On-Site Trainings.

**What Will Make You Successful**

**→ Essential qualifications**
- 2+ years' experience working in the Live Events Industry in a labor manager or operations-based role required. Must have experience in inventory management and warehouse operations.
- Bachelor's degree or equivalent work experience required.
- Must be able to lead, manage and maintain client expectations.
- Be able to manage multiple implementations concurrently; highly organized.
- Excellent written and spoken English along with exceptional phone skills, phone etiquette, interpersonal, clear and effective written and oral communication skills.
- Thorough understanding of digital software products, web technologies, mobile applications and current trends; proficiency with Microsoft Office is required.

**→ Preferred qualifications**
- Experience working in Customer Success/Onboarding and training for a vertical SaaS platform.
- Experience with HubSpot CRM.

### → Mindset
- Capacity to adapt to a dynamic, fast-paced environment and respond to the evolving demands of a growing business.
- Patient and sensitive to non-technical users, as well as able to hold your own when speaking to technical users.
- Enjoys providing outstanding customer service by setting proper expectations and over-delivering to customers.
- A proactive, solution-oriented mindset — you don't just identify problems, you help solve them
- Loves teaching and helping different people with different personalities.
- Ability to respond to customers' needs with empathy and positivity.
- Thrive on change while remaining highly organized and optimistic.
- Coachable. Listens to and implements advice from manager.
- Strong organization and time management skills.
- Listens patiently. Will probe and clarify to get a real sense of a customer's needs.
- Resourceful. Goes over, under, around and through obstacles to achieve success.

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, Saddle up.

**Benefits**

+ Hybrid work environment

+ Competitive salary

+ Health, Dental, Vision, STD/LTD coverage, starting Day 1

+ 401k match

+ Educational Assistance

+ Professional Development stipend

+ Flexible PTO

+ Technology tools to do your best work

+ Awesome co-workers

**Come join us and apply now!**
https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1

*Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.*