

Stellentitel /
Position title:

Systems Analyst Customer Service (DTC)

Ziele der Stelle / Purpose and objectives of the job:

The Systems Analyst Customer Service is a key resource within Birkenstock Americas' Digital Operations team. This role sits at the intersection of CS operations and technology and is responsible for configuring and optimizing the tools that power the customer experience. Together with the CS operations team, the System Analyst CS plays a critical role in shaping how customers experience the Birkenstock brand pre- and post purchase. By building and refining conversation flows and tracking performance metrics, this role ensures that our customer service technology continuously evolves with the business while focusing on delivering a seamless customer experience.

Tasks and responsibilities:

- Day-to-day administration of the customer service platform including workflow configuration, routing logic, channel setup and user management
- Build and maintain conversation flows and escalation paths that reflect the business needs and Birkenstock's customer experience goals
- Configure, optimize and review automation rules to improve agent efficiency and identify gaps and failure points
- Partner with CS leadership and frontline teams to understand pain points and translate operational feedback into system improvements
- Manage integrations and adjacent tooling such as workforce management, QA and CSAT platforms
- Partner with internal and external stakeholders to troubleshoot system issues and ensure system stability
- Own the ongoing training of AI-powered tools within the CS ecosystem across various channels
- Monitor AI performance metrics including automation rate, deflection rate and CSAT impact
- Proactively identify opportunities to improve workflow efficiency, reduce unnecessary escalations, and enhance the end-to-end customer experience
- Stay current on system updates, new feature releases, platform roadmap and industry best practices

Interfaces / Relationships:

- Direct interface with external partners such as CS platform and tools vendors
- Liaison with customer service and operations teams

Competencies:

- High degree of DTC customer service understanding with a customer-first mindset
- Outstanding organizational and problem-solving skills and ability to prioritize
- Critical thinker with great attention to detail
- Data-driven mindset with ability to turn data into actionable insights
- Excellent interpersonal and communication skills, both written and verbal

Qualifications:

- Education
 - Bachelor's Degree in Business, IT, Operations or a similar field
- Professional experience
 - 2-4 years of experience in customer service operations, CS technology or a related analyst role

- Solid experience administrating a state-of-the-art customer service platform (Gladly, SFSC, Zendesk, Kustomer etc.)
- Demonstrated experience configuring workflows, routing rules and automation logic within a CS platform
- Exposure to AI-powered tools and familiarity with how they are trained
- Experience building and maintaining reports and dashboards tied to CS metrics
- Proficiency in MS Excel and exposure to BI tools such as Looker
- Background in ecommerce, retail, or DTC customer service environments
- Language Skills and competency level
 - English

Personal Skills

- Systems thinking and strategic approach to problem solving
- Operates with a strong level of independence, ownership and accountability
- Highly organized with excellent time management skills
- Detail-oriented with high standards for reporting as well as documentation
- Invested in understanding the business context beyond the data
- Follows through on commitments and communicates proactively
- Ability to work in a fast-paced, dynamic environment with competing priorities

Working conditions:

- Involvement with local and global teams with diverse cultures

Sonstiges / Others:

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Wenn dieses Positionsprofil nicht im Zusammenhang mit einer Personalanforderung erstellt wird:
If this job description is not created in relation to a personnel requisition:

Gehalt / Salary

\$90k-\$120k

Berichtet an/
Reports to

Sr Manager Customer Service DTC

Bereich /
Business Unit

Birkenstock Digital Americas

Kontakt /
Contact

Send resume to Katelynn.ramos@birkenstock.com

Arbeitsort /
Location

New York, New York/USA (remote)