

# Customer Experience Lead

Job ID  
REQ-10001792  
Apr 17, 2024  
Israele

## Sommario

The Customer Experience Lead will design and implement customer solutions based on deep insights of the customers' journey (HCPs, Payer, any other relevant partners etc.) and identify relevant difficulties, using data and analytics integrated into strategy within the customer journey to bring value to our customers. This role will strengthen customer engagement and network as well as work x-functional within novartis. Location: Israel, Hybrid (60% field and 40% office)

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Channel and content coordination of all customer-facing roles for the same specialty, securing one effective omnichannel approach. In-label content development based on brand strategy and customer needs incl. non-promo/promo materials, RTEs, Med portal, campaigns etc.
- Single point of contact for events and congress planning & execution across brands. Customer & Patient journey understanding. Establish & perform the patient journey for therapeutic areas using patient journey methodologies.
- Responsible to craft and shape the HCPs experience with the strive to remove barriers and empower the patients. Patient journey mapping and structured collection of patient journey insights from various sources excluding pts and PAGs.
- Demonstrating outstanding data-driven analytics from various sources to obtain comprehensive view on customers. Responsibility for implementation of customer experience strategy within the given squad in collaboration with Patient Engagement and Communication functions as well as other squad x-functional members.
- Act as a trusted partner with collaborators & identify gaps and opportunities across the customer journey, articulate the problem statements and cocreate valuable and clear solutions with partners to improve customers outcomes.
- Support Squad teams in prioritizing gaps/opportunities to be addressed ensuring alignment to business strategy and selection of high impact initiatives. Support squad in evaluating & defining KPIs for patient-oriented program.
- The CEL is a strong contributor and co-develops the disease and therapy area strategies of the affiliate and will help drive personalized Health Care solutions.
- 60% costumer facing (Physicians, Nurses, Clinical Pharmacists, Social workers, care coordinator, etc.)

### Essential Requirements:

- Proficient Hebrew and English, both written and spoken. -

- 3-5 years of experience from the Pharma industry as an MSL, Brand lead or Brand manager.
- Education: life sciences degree.
- Innovative and out of box thinking
- Proactiveness

**Desirable Requirements:**

- Neurology therapeutic area
- Working with specialists

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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**Commitment to Diversity and Inclusion / EEO:**

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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Divisione

International

Business Unit

Innovative Medicines

Posizione

Israele

Sito

Israel

Company / Legal Entity

IL04 (FCRS = IL004) Novartis Israel

Functional Area

I saldi

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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