

# Customer Experience Lead

Job ID  
REQ-10019394  
Sep 04, 2024  
Slowakei

## Summary

The Customer Experience Lead will be responsible for leading cross-portfolio omnichannel customer engagement planning, integrating it into Novartis Slovakia's business goals. This position combines strategic and tactical planning, customer journey mapping, and service design expertise to develop effective touchpoints and strategies that enhance the overall customer experience, both digitally and in-person with a digital first approach.

This role is essential for creating and managing a best-in-class customer experience. It frames projects under Strategies and Services, generating synergies across projects to quickly, compliantly, and efficiently deploy and manage activities that address pain points throughout the HCP /Patient Journey.

## About the Role

## Key Responsibilities:

- Design and develop innovative strategies and tactics to improve overall customer engagement and service delivery experience to attract customers, increase reach, conversion, and other KPIs.
- Conduct research and analysis to understand the target audience, market trends, pain points and customer needs within the defined market.
- Create profiles/ personas and map customer journeys to understand current behaviors and experiences and define future vision considering opportunities for improvement.
- Create detailed user journeys and service blueprints that could scale understanding supporting systems and organizational structures
- Collaborate with cross-functional teams, including marketing, sales, tech and medical, to align customer experience and engagement initiatives with business objectives.
- Contribute to defining metrics and utilize data and customer feedback to continuously enhance customer engagement tactics, improve the overall customer experience and ensure that demonstrable improvements are achieved across the organization.
- Lead multiple projects of the GoTo Market (GTM) strategies related to customer experience.
- Stay updated on industry best practices, emerging trends, and regulatory changes to ensure compliance and competitive advantage.
- Ensure budget alignment within the business unit.

## Essential Requirements:

- Bachelor's degree in marketing, Business Administration, Design, or a related field.
- Proven track record in Customer Experience, Service Design, and/or Loyalty Programs, with an omni-channel approach. Experience in gamification.
- Strong understanding of customer journey mapping, pain point identification, and barrier analysis.
- Experience in both digital marketing and traditional face-to-face marketing strategies.
- Expertise in data analysis and utilization of customer insights.
- Ability to think strategically and align design initiatives with business objectives.
- Ability to develop innovative solutions to improve customer engagement.
- Strong understanding of user-centered design.
- Experience in facilitating workshops, design sprints, and ideation sessions.
- Exceptional communication and collaboration skills to work effectively with cross-functional teams.
- Fluent in English. The Slovak language is a plus.

#### Others/ Desirable:

- Certifications in service design methodologies, such as design thinking, Agile model, lean design, gamification, prototyping/testing, and others.
- Strong organizational and project management skills.
- Post-graduation or MBA in customer experience, business, strategy, innovation, and related fields.
- Knowledge of the design tools such as Sketch, Figma, Adobe XD, or similar.
- Financial acumen, including ROI analysis.
- A demonstrable record of delivering high-quality outcomes against challenging objectives and resources.
- Knowledge of the pharmaceutical or other regulated industries and understanding of legal/compliance data norms.

#### Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates who drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

#### You'll receive:

- Competitive salary along with a yearly bonus.
- Monthly pension contribution matching your contribution up to 3% of your gross monthly base salary
- Company car
- Risk Life Insurance (full cost covered by Novartis)
- 1 week holiday above the Labour Law requirement
- 4 paid sick days within one calendar year in case of absence due to sickness without a medical sickness report
- Cafeteria employee benefit program – choice of benefits from Benefit Plus SK for 500 EUR per year
- Meal vouchers of 6,50 EUR each working day (full tax covered by the company)
- MultiSport Card contribution

**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?  
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TEst Hello

Division

Innovative Medicines International & Chief Commercial Office

Business Unit

Innovative Medicines

Standort

Slowakei

Site

Bratislava

Company / Legal Entity

SKA2 (FCRS = SK002) Novartis s.r.o

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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