

# Customer Insights and Engagement Manager

Job ID

REQ-10041470

Mar 06, 2025

Switzerland

## Summary

Location: Rotkreuz, Switzerland #LI-Hybrid

Purpose of the role:

The Customer Insights and Engagement Manager is responsible for driving deep customer understanding through data-driven and qualitative insights, enhancing decision-making across the business. This role plays a key part in elevating the customer experience by transforming raw data and field intelligence from our sales representatives into actionable insights that inform strategies for growth, customer engagement and satisfaction.

The Manager is responsible for collecting and analyzing data from various sources, including CRM data, sales data, customer feedback, transactional data, and digital interactions, to uncover trends, predict customer behaviors, and identify opportunities to enhance customer satisfaction and loyalty.

As a strategic business partner, the Customer Insights and Engagement Manager not only provides clear, data-backed recommendations but also leads initiatives to implement these insights, from enhancing our engagement modes to refining marketing campaigns and sales strategies.

This role is part of the Business Excellence & Execution team and reports directly into the Lead AI & Customer Excellence.

## About the Role

### Major Accountabilities

#### CRM and Data Platform Expertise

- Serve as the in-house expert on CRM (Salesforce) ensuring the effective use of its tools for customer data collection, management, and analysis.
- Leverage Snowflake's capabilities to automate recurring and automatable reports, streamlining the process of generating key performance dashboards.
- Ensure CRM (Salesforce) and data platform (Snowflake) integrations are optimized for seamless data flow and governance, allowing for accurate, real-time analysis and reporting of customer insights.
- Together with the team in Hyderabad and global CRM team, ensure smooth operation of Salesforce CRM and its tools.
- Organizing regular CRM trainings for sales representatives and keeping documentation updated.

#### Field Force Incentives

- Own the Swiss CPO field force incentive process. This means coordinating with the Hyderabad incentive

team on operational aspects but ensuring local accountability and final sign-off of the entire field force incentive process.

### Integration of Field Intelligence and Cross-Functional Collaboration

- Collaborate closely with market insights managers, digital team, therapeutic area heads, sales leads and sales representatives to gather field intelligence, ensuring that qualitative insights from direct customer interactions are incorporated into broader analytical models.
- Translate this field-level data into actionable strategies, aligning real-world customer behavior with data-driven insights to improve engagement and satisfaction.
- Balance qualitative insights with quantitative data to deliver a holistic view of customer behaviors, pain points, and preferences.

### Continuous Improvement and Innovation

- Stay current with advancements in CRM technology, data platforms like Snowflake, AI tools, and advanced analytics techniques, adopting new tools that enhance customer data collection, AI-driven automation, and insights.
- Continuously refine methodologies for integrating field intelligence, qualitative insights, and AI-powered analytics, ensuring a dynamic, real-world understanding of customer behavior.

### **What you'll bring to the role:**

- University degree in Business, Marketing, Data Science or related field
- Full professional proficiency in English and German; French is considered an advantage
- 5+ years of experience in customer insights, analytics, or a related field
- 3+ years of experience with data platforms like Snowflake,
- Proficient with Salesforce CRM, including advanced features and integrations
- Skilled in data analysis tools and programming languages like SQL, Python, or R
- Ability to translate data and field intelligence into actionable insights and recommendations
- Excellent communication and teamwork abilities
- Proven ability to excel in fast-paced environments while managing multiple stakeholders effectively, experience in the healthcare or pharmaceutical industry is a plus

### **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>

### **Benefits and Rewards:**

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

### **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.

## **Accessibility and accommodation:**

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [diversity.inclusion\\_ch@novartis.com](mailto:diversity.inclusion_ch@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

## **Join our Novartis Network:**

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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Division

International

Business Unit

Innovative Medicines

Location

Switzerland

Site

Rotkreuz (Office-Based)

Company / Legal Entity

C018 (FCRS = CH018) Novartis Pharma Schweiz AG

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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