

Customer Excellence ICE and Omnichannel Manager

Job ID
REQ-10079315

6月 08, 2026

India

摘要

The Customer Excellence Process Lead is accountable for the orchestration of the International Commercial Excellence (ICE) and International Patients Experience / Activation (IPEX) frameworks at country level.

As part of the Execution Excellence (EE) enabling unit, the role does not own commercial or access strategy, tactics or budgets, but enables these functions to deliver superior customer and patient experience by providing clear ways of working, process governance and performance insights.

About the Role

Key Responsibilities:

ICE framework deployment & sustainability and Omnichannel experience:

- Orchestrate and maintain standard ICE (International Commercial Excellence) ways of working,

including key steps, governance, roles and responsibilities, and documentation needed for country implementation.

- Coordinate ICE deployment plans and timelines with Therapeutic Area (TA) teams, ensuring alignment with business cycles and local priorities.
- Ensure ICE metrics and dashboards (e.g. ICE Content & Campaign Performance Dashboard, basic ICE KPIs) are integrated into local performance conversations, while ownership of commercial decisions remains with TAs
- Coordinate the schedule and agendas for ICE workshops
- Monitor ICE adoption and process adherence across brands and TAs, identify gaps or issues, collaborate with EE Capability building for planning/executing necessary upskilling & refreshes, and propose concrete improvement actions.
- Plan, orchestrate and document handshakes between TAs, Production Hub, CLS (Commercial & Launch Strategy), Customer Excellence and DAP (Data, Analytics & Platforms) for content creation, localization, tagging and activation, aligned with the Content & Campaign Operations Process Model (CCOPM) where applicable
- Represent country team in ICE PMO forums, specific working teams related to countries implementation, and International update meetings, responsible to share status and performance updates for SteerCo meetings (by gathering inputs across other EE and TA colleagues).
- Ensure insights are generated and actioned upon

Essential Requirements:

IPEX framework implementation & coordination:

- Localize and operationalize the IPEX (International Patients Experience / Activation) framework, ensuring clarity on processes, roles and interfaces between Commercial, Comms & Patients Advocacy and other relevant functions.
- Coordinate IPEX related activities (e.g. patient support programs, aligning activation steps) in line with international guidance and local legal/compliance requirements; functional strategy and decisions remain with respective functions.
- Harmonize templates, checklists and process standards used to design, document and monitor IPEX initiatives, avoiding duplication and ensuring consistent quality
- Track IPEX process implementation (e.g. completion of agreed IPEX steps, use of common tools) and facilitate best practice sharing across customer and patient experience projects.

Measurement, insights & continuous improvement of ICE and IPEX processes:

- Partner with Integrated Insights, Field Excellence, and DAP to ensure dashboards and reports provide actionable visibility on ICE and IPEX process performance (e.g. ICE KPIs, content use signals linked to processes)
- Lead root cause analysis and problem solving for recurring process issues, and manage small continuous improvement initiatives that enhance simplicity and standardization (e.g. harmonized templates, common checklists)
- Capture and share best practices and learnings on ICE and IPEX implementation across TAs and, where relevant, across countries/regions
- Partner with Capability Building pillar for planning and executing necessary upskilling trainings on ICE and IPEX process, methodologies, and tools.

Education:

- Bachelor's degree in business, life sciences, or a related field
- Advanced degree in management or operations preferred

Languages:

- English

Desirable Requirements:

- 5+ years in Commercial Excellence, Customer Excellence, Marketing Operations, Process Excellence or similar roles, preferably in pharmaceutical / life sciences or another regulated industry.
- Track record in designing and improving end to end processes (mapping, simplifying, defining KPIs and governance) across multiple teams.
- Strong process design and process excellence skills: ability to build clear, pragmatic processes, RACIs and SOPs (Standard Operating Procedures), and connect them to KPIs.
- Ability to work with data and dashboards to identify process gaps and improvement opportunities
- Awareness of compliance and governance considerations related to promotional and non promotional activities, patient experience and data usage; able to embed them into processes.
- Excellent communication skills, able to translate complex frameworks and process concepts into clear, accessible guidance and tools for local teams.
- Strong knowledge of compliance and governance in regulated environments

- Ethical mindset and aligned with Novartis values

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部门
Corporate Affairs

Business Unit
Communications

地点

India

站点

Mumbai (Head Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

BD&L & Strategic Planning

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a3538a93d132297125345", provider: { widgetId: "1Qm7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default:
bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
```

```
config.plugins.googleTagManager.customEventsTracking = {};  
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';  
config.plugins.googleTagManager.customEventsTracking.custom = [];  
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:  
false, playlistEvents: false, castEvents: false } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var kalturaPlayer =  
kPlayer.setup(config); // Add the player to the global array.  
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.  
kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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