

Job Description – Customer Specialist

Job Title

Customer Specialist Benelux

Organizational position

Reporting to Sales Manager for Belux

Job Scope

The activity of the **Customer Specialist** provides a close assistance to the sales and marketing force in the definition of a competitive offer to the customer and in ensuring a direct assistance to the customer for 1st and 2nd level queries and supportive training, working in synergy with all the relevant internal departments. This job description is not exhaustive and can be modified in function of local company needs.

Main Responsibilities

Pre-sales service duties

- Works in synergy with the Sales and Marketing Force in the preparation and presentation of the various projects, underlining the advantages of the system offered in relation to the competition.
- Prepares an analysis of the new market opportunities, providing the technical reports that will enable the Sales & Marketing force in the clear identification of the strategy to be pursued.
- Analyses the characteristics of each customer (public and private) in the view of introducing new products and of enlarging the offered panel of product lines.
- Collect and analyse the requirements of each tender preparing the related documentation and offer to propose to Sales/ Area Managers all the advantages of DiaSorin platforms in relation to the competition.

Analysis of new and consolidated installations

- Completes in all its parts, in synergy with the sales force, of the COMA file relating to competitor products installed at laboratories where DiaSorin platforms are present.
- Ensures a correct preparation of the offer to the customer, via a thorough analysis of the customer work flows and requirements in order to improve laboratory organisation and profitability of the offer for the company.
- Monitors that the consolidation of the functioning of all systems installed is in alignment with the technical and organisational requirements defined with the customer.
- Monitors and shows the growth of the “Load Factor” of each installation through targeted product demo’s .

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Application training for the customer

- Ensures, in line with the Sales & Marketing force expectations, the transfer of the knowledge from a technical to an operative level, of the LIAISON ® XL, LIAISON®, ETI-Max 3000 and Molecular line etc., relating to the hepatitis, HIV, infectious diseases, immunoassay and autoimmunity product lines, via assessing the operating level of the customer .
- After the installation from technical service, assure the training to the customer in order to apply all the kits on our instruments in collaboration with technical service and the sales rep.
- Training to customers delivering and organisation in the company

Management of the customer

- Constantly assesses the customer's needs, bringing the system offered to steady state.
- Conducts "Demo" of products not yet used by the customer and subsequent monitoring to assess the potential insertion in the customer routine or the reasons for non-use. Growth of the "load factor".
- Knows the activities carried out by the sales force and the Service specialists at each consolidated Customer.
- Identifies the solutions to be adopted to solve any problem *via* the involvement of the relevant organizational areas (Marketing, Clinical Monitoring, Customer System Support, Customer Care, etc.).
- Creates and increases the customer demand through communication activities at the hospital clinic linked to the Diasorin customer laboratory technician.
- Participates, if required, in the national scientific conferences attended by customers.

1st and 2nd level trouble-shooting

- Assists System Specialists in data analysis and resolution of first and second level assistance requests. Second level assistance requests are those that are not solved the first time by the Service Specialist and by Customer Care and which therefore require more in-depth intervention.
- Customer care for customer support part :
 - follow up of problems and complaints (Software from headquarter)
 - assuring the follow up of the complaint to the headquarter
 - assuring the follow up of the answer to the customers
 - follow up on customer site with the sales to help them to solve

Activity planning

- With regard to working timetable, each Customer Specialist must comply with the provisions of the specific company procedure.

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- Plans and organises his/her activities taking into account not only the customer's requirements but also company instructions.
- Customer Specialist must know the following with regard to his/her area of competence:
 - All DiaSorin customers
 - Each customer value
 - All the tenders in which the company is involved
 - All commercial projects
- The Customer Specialist should follow a certain number of visits at the laboratories of the same centre or different centres with the following target:
 - present the products or projects.
 - collect information for the preparation of the technical documentation required by tender specifications
 - product DEMO.
 - Scientific Support and first and second level application activities (e.g.. discussion of population data, solving of problems not easily solved through system specialist, customer care or call center activities) or Scientific Activity (e.g. benchmarking with the competition).
 - “growth of demand” activities targeting the clinical specialist

Education

Degree in Biology.

Work Experience

A minimum of 5 years working experience in the Diagnostic sector as application specialist and or system specialist at Country level. Prior experience in laboratories can be a plus.

Competencies and skills

- Knowledge of the laboratories' process flow
- Familiarity with the interface of software applications and instruments platforms
- Seasoned experience in using Microsoft Power Point, Word and Excel
- Flexibility and ability to liaise with different organizational areas and key internal and external referees
- Good communication skills and training experience
- Fluent communication in written and spoken English is a must
- Fluent communication in written and spoken French is a must
- Fluent communication in written and spoken Flemish is a plus
- Availability for extensive travelling across the assigned area
- Team player
- Not a 9 to 5 working mentality