

Application Specialist COAG - Flanders

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Company: Werfen

Location: Belgium

Category: computer-and-mathematical

Overview

Post Date April 19, Number WEBWW-- Job Function Sales Location Flanders, Belgium

Country Belgium

About the Position

Scope:

Responsible for the application support of reagents, analyzers, and related Data Management Systems.

Job Summary:

Responsible for instrument, reagents and middleware application configuration, training of the customers and application troubleshooting. Takes the lead in the implementation of the project at the customer and, if needed, it's project management. This role is aimed at optimizing customers' application needs, making sure instrument performance is at the best level. Collecting market info and data related to reagents and analyzers and updating this information in the CRM.

Clinical knowledge and interpretation are part of the role of an Application Specialist, however communication on it towards customers is outside of the scope.

Key Accountabilities:

Configuration & Installation

Will take the lead/coordination for the technical installation in collaboration with the service department and is responsible for the configuration of the instruments.

Will take the lead/coordination for the ICT implementation in collaboration with Digital

Solutions team and is responsible for connecting instruments to the Middleware and configuration of the Middleware.

Acts as the SPOC - aligning with the customer and the internal project team.

Is responsible to update/install the latest software versions - patches on instruments (remotely or on site). This excludes CM (Computing Module) software updates and middleware updates.

Leads, follows up and respects the timing of the implementation of a project, supports logistics and planning regarding instrument- demo's, evaluations and installations as planned in the project management tool and Statement of Work (SOW). Actively contributes to the project and its success.

Participates in the validation of new installations, supporting the customer plan for entering in clinical routine.

Training

Ensures user's training related to application. This includes operational training on the utilization of the analyzers and results of reagents, QC's, calibrators, and other consumables. Actively make sure to be aware of the latest developments and follow the annual training plan / corporate trainings.

Will achieve and maintain a high level of competency in application knowledge and of positioning of Werfen products, solutions, and services. Strives to achieve a good level of competency regarding competitive systems.

Support & Troubleshooting

Ensure support to customers in all business units (BU) related to level 1 troubleshooting on IT-Digital Solutions and Service in the designated area.

For IT – Digital solutions: The application specialist is the first level of support for the customer related to Data Management Solutions, excluding connectivity software ie.

Synapselink, ILCom etc..

For level 1, the application specialist is supposed to use the following internal support channels/persons:Product related IT – Digital Solutions questions:The application specialist contacts the local BU Product Manager.Digital solutions related questions:The application specialist contacts the local IT Product Manager.If corporate support channels are contacted, the application specialist will make sure to inform the local IT Product Manager.The corporate main support channels are:

ACDx:

AID:

COAG:

If level 2 escalation is needed the application specialist makes sure to do so using the right communication channels/persons:

Connectivity issues: The local IT - Digital solutions team is contacted via the generic team email.

Applications issues: The local Business Unit Product Manager is contacted.

For Service: The application specialist is the first level of support for the customer related to Service. They ensure with the Field Service Engineer the level 1 service support at customer site as described in the instrument's service manual.

The application specialist makes sure to be trained on the level 1 service support and ensures him-/herself that the training certificate is up to date and logged in SAP.

The application specialist can only be asked to perform level 1 service support when: Being already on site. o Being trained and certified. Any needed parts are available at the customer site.

Reporting

Reports in a timely matter all application activities in SAP by using the electronic Client Relationship Management (CRM) tool Fiori:

For instrument related interventions, a ticket is created.

Any follow-up is documented in an action report.

Makes sure software versions of instruments and middleware are up to date in CRM Fiori.

Accountable for correct and updated information about the application intervention report, opportunities, contacts, install base of Werfen and competitors in the CRM tool Fiori.

Keeps Outlook agenda permanently up to date and shares the agenda with relevant people.

Makes sure complaints he/she is aware of are reported correctly and timely following the QA/RA complaint handling procedure.

Others

Performs site visits with the Account Manager in sales conversations/presentations and/or technical conversations for application knowledge support.

Prepares the customer visit. If involvement of a team is necessary, informs with the full scope and planning in the outlook invite on beforehand so the team can anticipate the time needed to spend.

Analyzes existing, anticipated customer requirements and new opportunities. Promotes consideration and purchase of company products and services.

Being the eyes and the ears in the field. Recognizes challenges, opportunities and needs in the field and takes the initiative to develop supporting pieces to address them accordingly.

Supports the Marketing & Product Manager on logistics and planning regarding devices, reagents, QC's validations, and evaluations at customer site or in Breda.

Participates in local- and international projects, congresses, and marketing initiatives.

Supports the Marketing & Product Manager/Specialist in guiding local studies for Werfen Benelux and acting as liaison for studies initiated by Werfen.

Supports the Marketing & Product Manager/Specialist to map the market to have a detailed understanding of the opportunities, installed base, value of the market and KOL's according to corporate procedures and tools.

Supports the Marketing & Product Manager/Specialist in organizing events, identifying KOL's (scientific and others) as requested to reinforce the image and the branding of the company.

Is responsible for complying with all appropriate ISO mandated policies, GDPR procedures, work instructions and other duties and responsibilities established by Werfen Benelux.

Networking/Key relationships:

Maintains a great network of valuable customers. Builds strong internal relationships between the different teams in Benelux. Maintains regular communications with our staff on any problem or advantage related to our portfolio or related to our competitors. In a consultative manner, serves as a subject matter specialist; actively soliciting, gathering, and distributing industry information throughout the organization. Serves as a resource to others within the organization. May be included in corporate projects/initiatives.

Minimum Knowledge & Experience required for the position:

At least five years of relevant working experience

Education:

Bachelor's degree in relevant technical discipline.

Completed MLT or equivalent lab- or technical education.

Understands customer dynamics (their processes, value chain ...).

Understands the IVD market.

Competitor products, solutions, and services.

Company products, solutions, and services.

SAP & other corporate tools.

Skills & Capabilities:

The ideal candidate for this position will exhibit the following core competencies:

Customer service skills.

Quick learner.

Problem-solving.

Prioritization:

Customer focus (internal & external).

Relationship and network building.

Flexibility and proactivity in a fast-changing environment.

Self-empowerment.

IT – Digital Solutions skills.

Excellent time-management and a commitment to complete tasks in a timely manner, especially documentation like quotations.

Travel requirements:

Expectations of minimum 80% at customer depending on requirements.

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