Downloaded from <https://www.velvetjobs.com/job-descriptions/customer-insights>

# Example of Customer Insights Job Description

Our growing company is looking for a customer insights. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for customer insights

* Be involved in customer segmentation, longitudinal, and journey research
* Work with Market Insights researchers, Product Management, and Marketing to inform and assess product positioning and market fit
* Direct project analysis, guide the final deliverable, and take responsibility for deadlines
* Communicate research insights and recommendations across departments and up to leadership clearly, effectively, and diplomatically (through reports, presentations, casual conversations, cross-functional team meetings, internal newsletters, emails)
* Produce research deliverables (reports, presentation decks, ) that require minimal editing before they’re ready to share
* Brainstorm / work with CSMs on individual campaigns for their Book of Business (how to engage stalled accounts, schedule CSM meetings to discuss the status of their deployment)
* Contributing to the generation and translation of insights and analytics, supporting qualitative and quantitative primary market research projects, performing data business analysis to deliver findings and insights for the growth of the brands while translating insights and analytics into growth opportunities and tactics that shape decisions and driving action enabling decision making and organizational action for brands within Janssen Ortho LLC commercial pharmaceutical Business unit
* Identifying and analyze key metrics to measure performance for brands and its corresponding market and payer segments
* Analyzing business data patterns and trends that translate into insights and creating weekly and monthly performance reports
* Updating Brand/Franchises forecast models & dashboard

## Qualifications for customer insights

* Build out a best-in-class Insights function
* Good understanding of Business Travel organization (esp
* Creative and open for new developments or change management
* Readiness to make decisions
* Understanding of and excited about different cultures
* 4-6 years of similar experience at a Consumer Products Company