Executive Summary

The concept of providing a positive customer experience (CX) by meeting or exceeding customer expectations is neither new nor exclusive to the pharmaceutical industry. Yet new research indicates that many life sciences companies aren’t fully leveraging CX to differentiate themselves in the market and gain the trust of key audiences—especially physicians. Firms that work to align their offerings with their audience’s channel and content preferences will be better positioned to deliver the kind of relevant, valuable content that increases brand affinity and loyalty over the long term.

Table of Contents

Great Customer Experiences Create Business Value  2
Few Firms Get Customer Experience Management Right  6
Three Ways To Boost Your CXQ Score  13

Methodology  14
An email-initiated online survey on Univadis (by Aptus Health) of 2,653 physicians in general practice, retail pharmacy, and seven specialty areas in Belgium, France, Germany, Italy, the Netherlands, Portugal, Spain, the UK, and the US.

Related Research  14
Companies Researched In This Report  14
AbbVie, Amgen, AstraZeneca, Bayer, Boehringer-Ingelheim, Bristol-Myers Squibb, GlaxoSmithKline, Janssen, Lilly, Menarini, Merck/MSD, Mylan Novartis, Novo Nordisk, Pfizer, Roche, Sanofi, Takeda, and Teva.

Endnotes  18
GREAT CUSTOMER EXPERIENCES CREATE BUSINESS VALUE

Last year, we found that trust, relevance, and simplicity are the key expectations that healthcare professionals (HCPs) have for their interactions with pharmaceutical firms (see Figure 1).¹ We used these three drivers to develop the Customer Experience Quotient™ (CXQ™), which measures the extent to which firms meet or exceed these expectations. To understand the current state of CX, we’ve repeated our study this year. We collected data on more than 3,300 interactions that the 2,653 physicians we surveyed had with pharma firms in different countries and channels; these HCPs represented various customer types receiving different types of content (see Figure 2). To understand the effect of exceeding a customer’s expectations, we asked HCPs what they did directly after their interactions. We found that great customer experiences unlock additional value for a pharmaceutical firm’s business; specifically, they:

- **Increase the number of customer engagements.** Great customer experiences are twice as likely as poor experiences to lead to further engagement around the product (see Figure 3-1). Customers who are satisfied with their interactions are more likely to save materials about the product or service for future use. They’re also three times more likely to share information that they receive from others. This form of word-of-mouth marketing correlates strongly with sales in industries such as retail and telecom.

- **Create a more positive view of the product and company.** Forty-four percent of the time that an HCP rated an interaction as great, it significantly improved their opinion of the firm’s product (see Figure 3-2). Positive positioning of the product in the minds of the customer can change current and future prescribing behavior.

- **Whet the appetite to engage more deeply in digital channels.** HCPs who rated their most recent interaction as great on all aspects of their desired customer experience are more willing to engage with that pharma company in digital channels. This unlocks the opportunity for firms to rebalance their mix of communications between more effective personal channels and less costly impersonal channels.
Figure 1: Healthcare professionals want their pharma experiences to deliver trust, relevance, and simplicity

“What three aspects are most important to you in any interaction you have with a pharmaceutical company?”

- The trustworthiness or balance of the information or service: 59%
- The relevance of the information or service: 52%
- The simplicity of getting the information or service: 35%
- The overall integrity with which the company acted: 28%
- The extent to which the company did what is best for me and my patients, not what was best for itself: 24%
- The consistency of the information or service: 22%
- The speed with which the information or service was provided: 18%
- The amount of information: 15%
- Being able to choose how and when to receive the information or service: 13%
- Being treated as a valued customer: 12%
- The enjoyability of the interaction itself: 10%
- The extent to which the company met my needs: 9%
- The beauty of the appearance of the information or service: 4%

Base: 2,223 European healthcare professionals (2017 survey; multiple responses accepted)

Source: DT Associates / Aptus Health
Figure 2: The Customer Experience Quotient® Survey, HCP Interactions 2018

9 Specialties
- General practice
- Rheumatology
- Neurology
- Oncology
- Pulmonology
- Endocrinology
- Gastroenterology
- Dermatology
- Pharmacy

12 Content Types
- Prescription drug information
- Educational content
- New clinical data
- Medical education
- Disease and symptom information
- Clinical trial information
- Latest clinical and medical news
- Prescription/treatment guidelines
- Article and journal reprints
- Patient materials
- Samples
- Case studies

9 Countries
- Belgium
- France
- Germany
- Italy
- Netherlands
- Portugal
- Spain
- United Kingdom
- United States

17 Interaction Types
- F2F interaction with sales rep ± iPad
- F2F interaction with medical rep ± iPad
- Website
- eNewsletter
- Live virtual event
- Email from a pharma rep
- Recorded event
- Mobile app
- Online meeting
- Social media post
- In-person event
- Congress booth
- Direct mail
- Telephone call
**Figure 3-1: Customer engagement doubles after a great customer experience**

“What did you do as a result of your most recent interaction with a pharmaceutical company?”

- Nothing
- Sent positive or negative feedback directly to the firm
- Stored or saved information on my device or desk
- Contacted the firm for a follow-up
- Shared information with a friend or colleague
- Received an automatic follow-up from the firm

Excellent CXQ:
- 23%
- 30%
- 29%
- 5%
- 4%
- 3%

Poor CXQ:
- 18%
- 26%
- 8%
- 2%
- 61%
- 13%
- 9%
- 4%
- 4%
- 6%

Base: 3,312 interactions between 2,653 European and US healthcare professionals and pharmaceutical firms (percentages may not add to 100 due to rounding)

Source: DT Associates / Aptus Health

**Figure 3-2: Excellent customer experiences have positive business impact**

*How did your most recent interaction with a pharmaceutical company affect your view of the following?*

- Significant positive change
- Small negative change
- Small positive change
- Significant negative change
- No change

The image of the firm

Excellent CXQ:
- 43%
- 20%
- 37%

Poor CXQ:
- 10%
- 68%
- 8%
- 13%

Your belief in one of the firm’s products

Excellent CXQ:
- 44%
- 23%
- 32%

Poor CXQ:
- 11%
- 71%
- 8%
- 10%

The firm’s use of digital channels

Excellent CXQ:
- 34%
- 19%
- 46%

Poor CXQ:
- 10%
- 73%
- 8%
- 8%

Base: 3,246 interactions between 2,653 European and US healthcare professionals and pharmaceutical firms (percentages may not add to 100 due to rounding)

Source: DT Associates / Aptus Health

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5
FEW FIRMS GET THE CUSTOMER EXPERIENCE RIGHT

A firm's CXQ® score reflects the number of customers who rate interactions highly as a proportion of all customers with a very positive or negative experience. Despite the business opportunities that firms can unlock by managing the customer experience, not one firm received a score in the good to excellent CXQ range, which is where firms start to capitalize on these opportunities (see Figure 4).² Boehringer-Ingelheim’s score of 91 came closest. Behind Boehringer-Ingelheim, eleven companies cluster within seven points of each other in the fair to good range. This raises the question of why firms aren’t managing CX effectively and earning higher scores. Diving deeper into our data, we found that there are two main reasons: firms fail to take customer preferences into account in their planning and execute poorly by delivering irrelevant content.

Most Firms Don’t Base Their Plans On Customer Preferences

Our data reveals that firms are not fully acting on their customers’ communication preferences, primarily regarding what types of information and services (content) they want to get and where they prefer to get it (channels). Content and channel preferences vary by country and specialty area, but pharma firms tend not to address those variations, leading to gaps that result in low customer engagement at best and dissatisfaction at worst. We found that physicians:

- **Prefer education and data, but firms focus on product awareness.** Both GPs and specialists want medical education; specialists also put a high value on new clinical data (see Figure 5-1). Pharmacists prefer patient support materials and drug-related information. But firms aren’t adjusting their approach by country or type of customer, instead focusing on promoting their products. The lack of content relating to clinical practice—like guidelines, patient support, and clinical cases—contributes to low customer experience ratings.

- **Prefer a mix of communication but mostly get meetings with sales reps.** If physicians’ most recent interactions are representative of all interactions, it’s clear that pharma firms rely on sales and medical reps to drive their overall strategy (see Figure 5-2). A wide variety of communication types comprise the rest of the mix, with websites taking the largest share. While physicians do value rep activity, firms appear to underutilize digital channels and likely rely too much on face-to-face meetings. While physicians prefer roughly a quarter of their interactions with firms to be such one-to-one meetings, they’re actually getting twice that many. To realign the communication mix with HCP preferences, firms need to complement—or replace—sales rep touchpoints with group meetings, virtual events, recorded events, and useful mobile experiences.
**Figure 4: Most pharmaceutical firms are not making an impact with their customer experience**

*Customer Experience Quotient (CXQ®) of major pharmaceutical firms*

<table>
<thead>
<tr>
<th>Company</th>
<th>CXQ®</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boehringer-Ingelheim</td>
<td>91</td>
</tr>
<tr>
<td>Bristol-Myers Squibb</td>
<td>86</td>
</tr>
<tr>
<td>Amgen</td>
<td>85</td>
</tr>
<tr>
<td>Novo Nordisk</td>
<td>84</td>
</tr>
<tr>
<td>MSD/Merck (US)</td>
<td>83</td>
</tr>
<tr>
<td>Janssen</td>
<td>83</td>
</tr>
<tr>
<td>Lilly</td>
<td>82</td>
</tr>
<tr>
<td>AbbVie</td>
<td>81</td>
</tr>
<tr>
<td>Novartis</td>
<td>81</td>
</tr>
<tr>
<td>Takeda</td>
<td>80</td>
</tr>
<tr>
<td>Teva</td>
<td>80</td>
</tr>
<tr>
<td>AstraZeneca</td>
<td>79</td>
</tr>
<tr>
<td>GlaxoSmithKline</td>
<td>77</td>
</tr>
<tr>
<td>Menarini</td>
<td>77</td>
</tr>
<tr>
<td>Sanofi</td>
<td>75</td>
</tr>
<tr>
<td>Roche</td>
<td>74</td>
</tr>
<tr>
<td>Pfizer</td>
<td>74</td>
</tr>
<tr>
<td>Bayer</td>
<td>70</td>
</tr>
<tr>
<td>Mylan</td>
<td>69</td>
</tr>
</tbody>
</table>

Base: 3,312 interactions between 2,653 European and US healthcare professionals and pharmaceutical firms (sample sizes vary per firm)

Source: DT Associates / Aptus Health
**Figure 5-1: In contrast to their preferences, healthcare professionals mostly receive product promotions**

“What kind of information do you most prefer to get from pharmaceutical firms, and what do you actually receive most often?”

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Preferred Content</th>
<th>Received Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription drug information</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Educational content (drug/disease)</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>New clinical data</td>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>Medical education</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>The latest clinical/medical news</td>
<td></td>
<td>16%</td>
</tr>
<tr>
<td>Clinical trial information</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Disease or symptom information</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Prescription/treatment guidelines</td>
<td></td>
<td>6%</td>
</tr>
<tr>
<td>Patient materials</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Articles/Journal reprints</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Samples</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Case studies</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 2,826 interactions between European healthcare professionals and pharmaceutical firms

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Preferred Content</th>
<th>Received Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational content (drug/disease)</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Prescription drug information</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>New clinical data</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Samples</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Patient materials</td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>The latest clinical/medical news</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>Prescription/treatment guidelines</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Clinical trial information</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Disease or symptom information</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Medical education</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Articles/Journal reprints</td>
<td></td>
<td>1%</td>
</tr>
<tr>
<td>Case studies</td>
<td></td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 486 interactions between US healthcare professionals and pharmaceutical firms

Source: DT Associates / Aptus Health
**Figure 5-2: HCPs want a mix of communication types, but firms underutilize digital channels**

"What kind of interaction do you most prefer to have with pharmaceutical firms, and what kind of interaction do you actually have most often?"

<table>
<thead>
<tr>
<th>Communication Type</th>
<th>Preferred Channel</th>
<th>Received Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-face meeting with sales rep</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Face-to-face meeting with medical rep</td>
<td>23%</td>
<td>16%</td>
</tr>
<tr>
<td>Website</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>In-person event</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Call from a pharma rep</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Live virtual event</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Email from a pharma rep</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Mobile app</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Recorded event</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Congress booth</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Social media post</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Online meeting</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 2,826 interactions between European healthcare professionals and pharmaceutical firms

<table>
<thead>
<tr>
<th>Communication Type</th>
<th>Preferred Channel</th>
<th>Received Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-face meeting with sales rep</td>
<td>50%</td>
<td>17%</td>
</tr>
<tr>
<td>Website</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Face-to-face meeting with medical rep</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>In-person event</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Recorded event</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Live virtual event</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Call from a pharma rep</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Email from a pharma rep</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Mobile app</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Social media post</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Congress booth</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Online meeting</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: 486 interactions between US healthcare professionals and pharmaceutical firms

Source: DT Associates / Aptus Health
Firms Are Executing Poorly, Mainly By Delivering Irrelevant Content

The best firms impress physicians by careful planning and excellent execution. By doing so, they deliver relevant information, make that information easy to access, and build mutual trust. However, the reality is that many firms let themselves and customers down in planning and execution.

- **Content creation: drug information disappoints.** Materials promoting specific drugs are the content that pharma firms most often provide to physicians—but its impact is very low (see Figure 6). With average relevance and trustworthiness scores of 74 and 73, respectively, the ratings for product information ratings are ten points below those of new clinical data or formalized medical education, indicating that firms expose customers to lots of product information despite their preference for other content. Notably, none of the content types pharma firms currently deliver gets an average rating of “excellent”.

- **Channel development: impersonal channels don’t meet expectations.** In contrast to the small variation in the CXQ of various content types, physicians’ ratings of the experience they get in different channels vary widely. Face-to-face events with multiple physicians get top marks, followed by similar events held virtually and in-person visits from medical reps. Considering the investment required, congress booths disappoint, and websites—the second most used and third most preferred channel—only earn average CXQ scores of 69 (see Figure 7). Other digital channels, such as eNewsletters, emails from reps, and mobile phone apps get better scores but still don't manage a "good" rating.
**Figure 6: Firms need to shift tactics from product awareness to educational and data services**

"What type of information did you get in your most recent interaction with a pharmaceutical company?"

<table>
<thead>
<tr>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription drug information</td>
<td>Educational content (drug/disease)</td>
<td>New clinical data</td>
</tr>
<tr>
<td>The latest industry news</td>
<td>Disease or symptom information</td>
<td>Medical education</td>
</tr>
<tr>
<td>Prescription/treatment guidelines</td>
<td>Clinical trial information</td>
<td>Patient materials</td>
</tr>
<tr>
<td>Samples</td>
<td>Articles/journal reprints</td>
<td>Case studies</td>
</tr>
</tbody>
</table>

Base: 3,312 interactions between 2,653 European and US healthcare professionals and pharmaceutical firms ("Other" responses not shown)

Source: DT Associates / Aptus Health

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**Figure 7: Firms must reduce their reliance on sales reps to balance and broaden their channel mix**

"What type of interaction(s) did you most recently have with a pharmaceutical company?"

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>F2F meeting (sales rep+iPad)</td>
<td>F2F meeting (medical rep+iPad)</td>
<td>F2F meeting (sales rep)</td>
</tr>
<tr>
<td>eNewsletter</td>
<td>Call from a pharma rep</td>
<td>Direct mail</td>
</tr>
<tr>
<td>F2F meeting (medical rep)</td>
<td>Email from a pharma rep</td>
<td>Mobile app</td>
</tr>
<tr>
<td>In-person event</td>
<td>Recorded event</td>
<td>Congress booth</td>
</tr>
<tr>
<td>Live virtual event</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: 3,312 interactions between 2,653 European and US healthcare professionals and pharmaceutical firms

Source: DT Associates / Aptus Health
RECOMMENDATIONS

THREE WAYS TO BOOST YOUR CXQ SCORE

Whether it's a single brand touchpoint, a multichannel marketing campaign, or a global brand strategy, pharmaceutical firms need to improve their customer experience. Based on the insights derived from our study, three strategies stand out. To boost their CXQ score, pharma firms should:

- **Capture and execute campaigns based on customer preferences.** Market research can indeed help marketing teams become more relevant. But firms can greatly enhance their planning and execution excellence by generating insights from individual customers’ content preferences, channel preferences, and behavior and applying these insights to their outreach efforts. This will improve the quality of interactions and ensure that the firm delivers the right message at the right time and in the right channel.

- **Increase content relevance.** As our data suggests, pharma needs to readjust the balance between product awareness and educational and data services. While firms can determine how to do this and improve their relevance by collating research data or simply asking their customers, they’re increasingly turning to analytics. Analytics helps firms create customer profiles based on content consumption patterns (or lack thereof) across the channel mix. Understanding what drives certain customers to learn more about your product or clinical practice can predict its relevance to other customers. But such intelligence can only work if teams create the content or service physicians want in the first place and have a fair amount of that content already out there.

- **Review and improve interaction design.** Even when firms systematically work with customers to plan their interactions, they should assess whether those interactions still meet customer objectives. The company’s goals may have shifted, competitors may have ramped up their efforts, or customer expectations may have evolved. Firms can employ a variety of methods to determine the current state of their CX and use that knowledge as a valuable input into making the right improvements. Two methods stand out: Embed CXQ to understand the impact on experiences from the customer’s perspective or conduct an expert review to benchmark against set CX evaluation criteria if the need is more immediate.  

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Methodology

DT Associates’ Customer Experience Quotient® Survey, HCP Interactions 2018 is an online survey fielded in August and September 2018 to 2,653 European and US healthcare professionals in general practice, retail pharmacy, and six specialty areas: cardiology, dermatology, endocrinology, gastroenterology, neurology, oncology/hematology, pulmonology, and rheumatology. Via email, we invited members of Univadis—the world's largest healthcare professional community platform, run by Aptus Health—to take the online survey. Respondents came from Belgium, France, Germany, Italy, the Netherlands, Portugal, Spain, the UK, and the US. To keep our sample statistically significant, we excluded from the CXQ® rankings pharmaceutical firms represented by fewer than thirty responses. Please note that respondents who use online networks, are triggered by email, and participate in online surveys have more digital experience and are more likely and confident to interact with companies digitally than those with less experience.

Related Research

- The State Of Digital Excellence In The Global Pharmaceutical Industry, 2018: Organizational Readiness"
- “The State Of Customer Experience In European Pharma, 2017: Physician Interactions"
- “Ranking The Experience Of European Physicians' Interactions With Pharma"
- “Today's Brand Planning Puts Customer Experiences At Risk in Pharma"
- “Pharma Marketers Need To Regain Control Of Their CX By Investing In Measurement Methods”

Companies Researched In This Report

Amgen
AbbVie
AstraZeneca
Bayer
Boehringer-Ingelheim
Bristol-Myers Squibb
GlaxoSmithKline
Janssen
Lilly
Menarini
MSD
Mylan
Novartis
Novo Nordisk
Pfizer
Roche
Sanofi
Takeda
Teva
About the Authors

Tim van Tongeren

For more than fifteen years, Tim has worked with commercial leaders to navigate their strategic and organizational transformations required to thrive on digital technology change. In his current role as Managing Partner, he leads DT’s Solutions and Consulting offerings to advise the world’s largest pharmaceutical firms on how to best achieve customer experience success through digital transformation. He also directs DT’s ongoing effort to provide the pharma industry with the most relevant insights on digital strategy, digital health, and organizational change.

Tim’s recent client engagements include digital excellence maturity assessments, customer experience strategy definition, digital capability road maps, embedding CXQ® into the fabric of company-wide customer experience measurement, and training (global) marketing teams on reviewing and improving the customer experience of their digital presence.

Prior to joining DT Associates, Tim served as senior advisor at Eli Lilly’s Digital Hub in Europe and had leadership roles at GlaxoSmithKline’s Digital Centre of Excellence to transform its customer experience and digital analytics capability. Before that, he served in SapientNitro’s Strategy Consulting, helping firms across industries develop and execute their digital marketing strategies and multichannel presence. Tim started his career at Forrester Research as lead analyst of the Customer Experience practice in Europe.

Tim holds a bachelor’s degree (B.Sc.) in business economics and a postgraduate degree (M.Sc.) in international business and economics from Tilburg University.

Carlos Capella

Carlos joined DT Associates as a consulting analyst. He manages large-scale benchmark projects, including DT’s Digital Excellence Maturity Assessment and Customer Experience Reviews, and bespoke client work.

Besides his consulting work, Carlos is a key contributor to DT’s research program which looks at what factors drive maturity in digital excellence, how pharmaceutical firms can measure and improve the customer experience, and how firms can capture the opportunity that advances in “digital health” technology bring.

Carlos holds a degree in economics from the University of Barcelona.
About DT Associates

We help pharmaceutical firms differentiate through customer experience powered by digital excellence. As a specialist consulting firm, we use fact-based insights from carefully crafted research, peer networking for executives in digital or related areas, assessments, benchmarks, and bespoke consulting projects to address digital excellence transformation in the pharmaceutical industry. Learn more at http://www.dt-associates.com.

DT Associates’ Solutions: The Customer Experience Quotient (CXQ®)

Our solutions leverage assessments and benchmarking data to provide tailored insights into critical aspects of your organization’s digital transformation efforts.

For managers and directors of marketing and brand; heads of digital, multichannel marketing, customer engagement, and commercial excellence.

The Customer Experience Quotient (CXQ) is a powerful metric to know whether your firm’s customer experience efforts please or disappoint customers and thus whether you’re taking advantage of financial opportunities or leaving them on the table. You can license our proprietary CXQ methodology to run highly customized surveys with your customers.

DT’s Customer Experience Quotient helps pharma companies:

- Thoroughly understand the quality of your customer experience.
- Benchmark your customer experience performance against thousands of interactions.
- Track your customer experience progress over time.
- Simulate the revenue impact of CX improvements and related investments.
- Pair with other key metrics, like Net Promoter Score, for deeper customer insights.
- Identify clear, actionable customer experience improvement opportunities.
- Understand how CX affects your organization’s culture, process, and capability.

See the CXQ in action and better understand how it will help you improve your customer experience. If you would like to understand how the CXQ will help you improve your customer experience through a free demonstration, please contact us at enquiry@dt-associates.com.

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About Aptus Health

By leveraging our rich understanding of the interests, motivations and behaviors of healthcare audiences, we design and build integrated multichannel engagement solutions that allow health and life science companies to better connect with their customers at key points in their journeys and impact behaviour at scale.

Aptus Health offers access to a wide array of high-value digital assets—including the world’s leading HCP platform, Univadis, with 3.2 million registered and validated HCPs, 66 million email opens a year, and a NPS > 40.

As an end-to-end partner, we support our clients at every stage as they seek to engage with their target audiences, from:

- planning digital and brand strategy,
- to developing and executing multichannel marketing campaigns,
- to coordinating localisation and validation,
- to analysing customer behaviour and content affinity,
- to campaign optimization,
- and reporting.

Our results are proven across some of the largest life sciences companies in the world to increase market penetration and yield better patient outcomes.

http://intl.aptushealth.com
Endnotes

1 European physicians want pharma firms to design interactions that are trustworthy, relevant, and simple—in that order. Companies that succeed at this instantly meet the expectations of about half of Europe's physicians. See the September 12, 2017 DT Associates report “The State Of Customer Experience In European Pharma: 2017, Physician Interactions”.

2 We measure the Customer Experience Quotient® on a seven-point scale. We define a great or excellent experience as interactions for which physicians rated all three criteria—trust, relevance, and simplicity—with a score of seven.

3 Senior digital leaders at pharma firms rank customer experience (CX) as their organizations' most important capability. However, CX maturity in the industry remains low—jeopardizing the investments firms have made in CX. Recognizing this disconnect, one pharma firm's global head of digital wanted to undertake a practical assessment of how brand teams' management of key customer initiatives relates to how customers feel about the assets those teams produce. See the July 2018 DT Associates report “A Customer Experience Review of One Firm's Five Major Oncology Websites”.

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