



Improving HCP Engagement Through Delivering Seamless Customer Experience

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Companies That Effectively Measure And Manage Customer Experience Outperform Their Competitors

Research has shown that HCPs are more likely to engage with a company if previous interactions have proved to be a positive experience. In turn, higher engagement levels correlate with prescription rates, resulting in improved business results^{1,2}. However Pharmaceutical companies have traditionally been slow in adopting a truly customer centric approach and urgently need cohesive strategies to improve HCP engagement by aligning and integrating complex multichannel experiences.

The COVID-19 Pandemic Has Accelerated The Imperative For Change

Face-to-face meetings with sales and medical reps have been the dominant channel for HCPs engagement. However, the status quo has changed and the demand for timely, simpler, more personalised interactions across channels, particularly digital channels, is growing.

Delivering a Seamless HCP Experience Across Multiple Channels Requires an Integrated Understanding of The Moments That Matter

Managing HCP relationships across multiple channels is complex and requires the alignment of a wide base of stakeholders and functions. However, mapping the end-to-end HCP journey significantly improves the development of an organisation's multichannel strategy. It enables organisational alignment, identifies the specific events and interactions causing friction and forms the basis on which to build a futureproof experience improvement framework.

¹ Van Tongeren, Tim and Capella, Carlos (2019): The State Of Customer Experience In The Pharmaceutical Industry, 2018: HCP Interactions. DT Associates

² Ascher, Jan et. al (2018): From product to customer experience: The new way to launch in pharma

Best Practice Customer Journey Mapping Entails a Three-Step Approach

1. Preliminary Customer journey maps are drawn from cross-functional workshops where stakeholders from front-line teams (e.g. sales reps and customer support) to strategic decision makers (e.g. line of business and channel leaders) take a walk in the customers' shoes assessing HCP objectives and expectations focusing on both functional and emotional aspects of the end-to-end customer experience.
2. In-Depth customer interviews serve to validate, enrich and finetune preliminary journey maps. By deep-diving customer expectations and the feelings & values attributed to each touchpoint, we identify the triggers that impact engagement.
3. Deep dive journey analytics with data taken from customer surveys, operational and commercial data further validates the map and informs decisions regarding channel prioritisation and the actions that require investment.

Summary

Customer Journey Maps not only deliver insights that companies can take immediate action upon but also provide the intelligence that feeds into the development of an ongoing experience improvement plan. The journey map will focus where, when and how companies should install continuous listening posts with HCPs. With these in place, pharma companies are better enabled to customise their service offerings, stay more relevant and improve HCP engagement levels.

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