

Transforming Omnichannel Customer Engagement and Brand Loyalty

A Leading
Pharmaceutical
Company in the U.S.



Boosted customer satisfaction by 30% for a leading U.S. pharmaceutical company

Through a Tailored Omnichannel Strategy



The Backstory and the Business Challenge

With increasing digitization, the pharmaceutical industry is increasingly focused on enhancing customer engagement through digital channels. Our client leveraged multiple channels to engage Healthcare Providers (HCPs), including emails, digital portals, field meetings, trade shows, and social media. **Despite the richness of data, there was no unified view of the customer journey, resulting in fragmented customer experiences.**

Customer service interactions were inconsistent across channels, and there was no effective way to measure the success of integrated marketing and sales outreach.

There was a need to **create a unified customer view to ensure a seamless experience for HCPs across channels, optimize the timing, and frequency, and effectively measure the returns of investment (ROI) from marketing and sales activities.**



SGA Approach

STEP 1

Building the foundation with data integration for a unified customer view

We began by aggregating data from disparate sources, including customer relationship management (CRM) SalesforceDotCom (SFDC), call centers (contact information and transcripts), social media, and email marketing platforms (Marketo), to create a marketing and sales data lake in Snowflake. This unified customer view served as the foundation for building personalized customer experiences and tracking HCP interactions across all channels.

STEP 2

Analyzing the data to optimize engagement

Using a clustering algorithm, we segmented HCPs based on multiple dimensions, such as prescribing habits, digital affinity, and patient demographics. We also leveraged supervised learning models to estimate the likelihood of HCPs prescribing a medication using historical data and other predictors like demographics and past interactions.

Based on this approach, our solution dynamically adjusted communication targeted at HCPs, determining the optimal timing, frequency, and channel (email, social media, mobile app, or direct mail), to ensure maximum engagement.

STEP 3

Omnichannel measurement and optimization

Our measurement system focused on KPI tracking, including customer satisfaction, engagement rates, and sales conversions for each channel. This helped us to accurately track the effectiveness of marketing and customer service campaigns. Meanwhile, by optimizing the frequency and channel mix for customer interactions, we enhanced the overall customer engagement strategy.

The Impact

1. Enhanced Customer Satisfaction

30%

Increase in Customer Satisfaction

We achieved a 30% improvement in overall customer satisfaction through personalized and consistent interactions across multiple channels. This was accomplished by leveraging advanced customer profiling and effective omnichannel communication strategies.

2. Optimized Sales Force Productivity

15%

Improvement in Sales Force Productivity

By providing data-backed insights, we empowered the sales team to optimize their outreach. Our analytics identified the optimal times and channels for engagement, allowing the team to target specific HCPs effectively. This led to a 15% boost in productivity.

3. Data-Driven Marketing ROI

Measurable ROI

We ensured a measurable ROI for marketing and engagement initiatives. Our data-driven approach allowed the client to track the effectiveness of campaigns in real-time, enabling ongoing fine-tuning for greater precision and impact.

We continue to work with the client, introducing new data streams, as applicable for further enhancement.



About SG Analytics

SG Analytics, a Great Place To Work®(GPTW) certified company, is one of the leading investment research and analytics firms offering high-quality, end-to-end research solutions to global capital market participants. With presence in India, the UK, Europe, the US, and Canada, SG Analytics has been consistently meeting and exceeding customer expectations by its knowledge-based ecosystem and impact-oriented solutions.

Visit us at sganalytics.com

Disclaimer

This content is provided for general information purposes and is not intended to be used in place of consultation with our professional advisors. This document refers to marks owned by third parties. All such third-party marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied