

## Navigator365<sup>™</sup> Cx Benchmark

## To know where you're going, you need to know where you stand

How does your brand's impact on physicians compare with the competition?

Navigator365<sup>™</sup> Cx Benchmark allows you to compare your brand to key competitors at the channel, functional (medical, commercial, market access\*), and overall level.



- How physicians rate your brand's overall omnichannel engagement (OCE) quality vs your competitors
- Which strategic channel and content decisions to take to boost customer experience and business impact
- 🕑 Which content attributes you should prioritize

## **Measure** your position versus the competition and prioritize key actions

### Brand customer experience leadership

- ✓ Brand net promoter score (NPS), plus drivers
- ✓ Brand digital satisfaction

ORITIZATION MAP (COMMERCIAL) - DEMO Brand A Brand B Brand C A Brand D

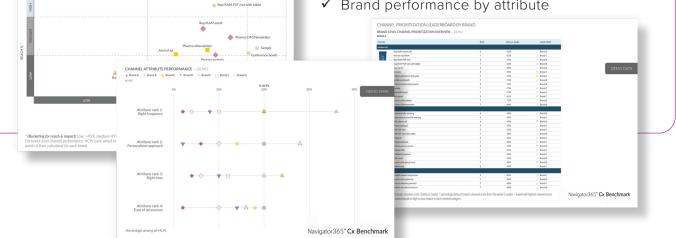
✓ Brand customer experience (Cx), plus drivers

### Brand channel competitiveness

- ✓ Overall omnichannel performance
- ✓ Patient-centricity performance
- ✓ Brand engagement recency for 3 key channels (Rep, MSL & local scientific meeting)
- ✓ Commercial & Medical online vs F2F index
- ✓ Channel performance by brand (35 channels for US, 32 channels for ROW)

### Content and channel attributes

- ✓ Relative importance of 5 channel attributes
- Relative importance of 5 content attributes
- ✓ Brand performance by attribute



\* market access data for US only

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# A uniquely actionable wealth of omnichannel benchmarking insights

Navigator365<sup>™</sup> Cx Benchmark measurements are



Comprehensive

Channel + attributes + overall omnichannel experience



Meaningful

Reach, impact, and frequency as key business metrics



### Broad

Direct comparison with up to 6 competitor brands



On point Robust sample size + well-profiled HCP

respondents



#### Actionable

Brand leaderboards enable easy evidence-based channel prioritization

As part of the Navigator365<sup>™</sup> product suite, Navigator365<sup>™</sup> Cx Benchmark leverages almost **10 years of industry-leading Navigator expertise** – with a global footprint and unparalleled technology base. Last year we conducted for Navigator365<sup>™</sup>:

## 20,000 SURVEYS | IN 40+ COUNTRIES | ACROSS 6 CONTINENTS

More than 50 biopharma companies use Navigator365™ for OCE insights, planning and tracking.

# Get in contact

Book a 30-minute exploratory call with one of our omnichannel experts and learn how Navigator365<sup>™</sup> Cx Benchmark can help you improve your brand's omnichannel customer experience vs your direct competitors.



Scan the QR-code to learn more or email us at: customercare@precisionaq.com

### Navigator365<sup>™</sup> REIMAGINE CUSTOMER ENGAGEMENT

Navigator365<sup>™</sup> **Cx Benchmark** → Navigator365<sup>™</sup> **Core** / Navigator365<sup>™</sup> **Payer** 

Navigator365<sup>™</sup> Planner

Omnitopia<sup>™</sup>

