

# End-to-end omnichannel consulting services to boost your customer engagement

As the pharma industry evolves, so too must the strategies employed by pharma to effectively engage with HCPs, payers and other stakeholders. By focusing on the customer journey as a whole, the omnichannel approach enables you to leverage multiple channels – both on- and offline – in concert to deliver a seamless and valued experience for your customers.

Our end-to-end strategic services are built on a robust evidence base to help you deliver the kind of customer experience that today's HCPs expect.

OMNICHANNEL  
CAMPAIGN FORMULATION

OMNICHANNEL  
CAMPAIGN ANALYTICS

OMNICHANNEL  
CAPABILITY DEVELOPMENT

OMNICHANNEL  
HEALTH CHECK

## Hands-on omnichannel campaign formulation



Our strategic consulting services – fueled by the latest HCP & industry insights from our Navigator365™ research – can help you develop a **dynamic and executable omnichannel customer engagement strategy** that puts the customer at the centre of every interaction.

- ✓ Behavioural shift journeys
- ✓ Channel mix optimization
- ✓ Customer journey mapping
- ✓ Identifying success metrics
- ✓ Handovers from global to local teams

We can offer support in analyzing feasibility, implementing omnichannel impact measurement strategies, and providing continuous guidance based on the latest insights.

- ✓ Measurement & KPI feasibility analysis & implementation
- ✓ Omnichannel campaign optimization
- ✓ Dashboard & report creation, synthesizing data from multiple channels

## Strategic analytics & campaign optimization



# Capability building & practical skill development

We can help your organization and teams **enhance their skills** to better utilize existing assets and platforms, and amplify your campaigns' impact.

- ✓ Learn how to ground your strategy in data-driven insights and get practical training in essential omnichannel tactics
- ✓ Experience how to plan and execute a real omnichannel campaign with our Omnitopia™ multiplayer simulation



## Omnichannel health check

Whether your organization is new to omnichannel or you are leaders with digital experience searching for a competitive advantage, our **in-depth health check** will:

Omnichannel Health Check™	Customer engagement is driven by personalized digital marketing	Customer engagement is driven by personalized digital marketing and leveraging dynamic attributes (attitudes, beliefs, ...)	Customer engagement is driven by personalized digital marketing and leveraging dynamic attributes (attitudes, beliefs, ...)
Engagement Drivers	Individual customer insights are rarely kept actionable or not kept accessible at all	Individuals' customer insights are kept actionable at an ongoing basis, yet mostly manually	Individuals' customer insights are kept (near) real-time (e.g. after every customer interaction) through automated processes
Customer Insights Capability	Content is not optimized for different channels or segments	Content is optimized for different channels and segments. (formatting and customer needs considered)	Dynamic content: created modularly to enable suit each customer segment across any display
Content Production	One size fits all messaging (straight or slightly tailored)	Messages are aligned to each customer segment	Messages are aligned to dynamic customer attributes (e.g. past interactions)
Customer Journey (Reviews) Through Non-owned Channels	Channels operate independently	Channels operate independently	Channels are smart and can tailor their offering based on individual customer insights
Channel Management	Response times are not monitored and happen on an ad-hoc basis	Response to inquiries are monitored and happen within days	Real-time responses, within minutes
Response Time Through All Activated Channels	Each channel is measured and reported on independently	All measurements contribute to segment-level insights	All measurements contribute to (nominate) HCP-level insights
Measurement & Reporting	Highly compartmentalized insights are not shared within each team	All internal stakeholders have full access to all individual customer insights	All internal stakeholders have full access to customer insights and understand how to use these insights effectively
Cross-functional Customer Data Visibility	Teams collaborate (co-create) on plans and initiatives	All teams work effectively together on maximizing customer satisfaction	
Cross-functional Engagement Plan Collaboration	Internal perspective on overall brand perception	Market Cx performance (e.g. NPS, Rt, intent)	Attitudinal (NPS, Rt, intent)
Tracking Omnichannel Performance			

- ✓ assess your current capabilities and identify areas for prioritization
- ✓ select relevant benchmarks that reflect your desired outcomes and capabilities
- ✓ highlight gaps and opportunities, and provide recommendations for improvement

**Co-create your own transformative journey with the support of our expert guidance and exclusive data insights.**

## Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and discover how our **strategic consulting services** can help accelerate your journey towards delivering an unparalleled omnichannel customer experience.



Scan the QR-code to learn more or email us at: [customercare@precisionaq.com](mailto:customercare@precisionaq.com)