

CRM TO CXM

Life sciences leaders are looking to drastically improve healthcare professionals (HCP) and patient digital journeys to improve their customer experience (CX).

CX BY THE NUMBERS

WITH BETTER CX:

Physician willingness to engage increases by

44%

Companies bring in

5.7

times more revenue than competitors¹

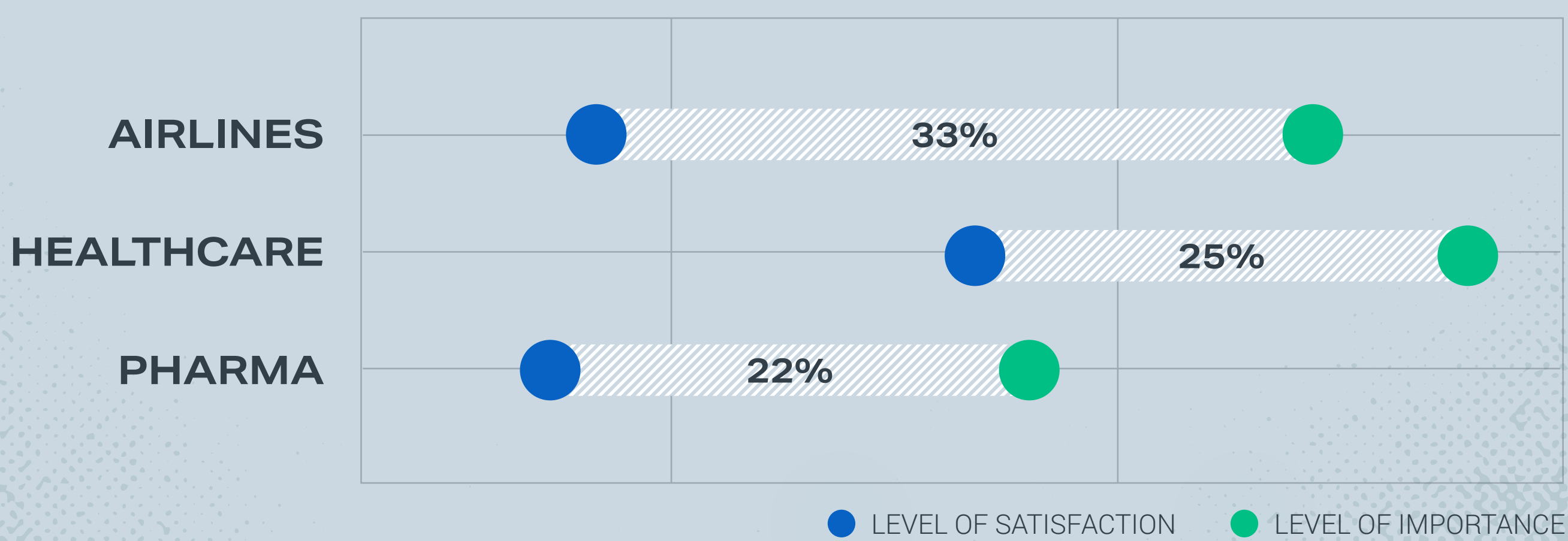
Prescribers are

twice

as likely to prescribe a medication²

STATE OF CX

Currently there's a big gap between customer expectations and actual experiences in healthcare and life sciences (2)



A BIG OPPORTUNITY EXISTS

for companies that are first to implement a customer experience management (CXM) strategy.

APPLYING A CXM STRATEGY

1

ENHANCING DIGITAL TECH STACK MATURITY

From Disjointed to **OMNICHANNEL PLANNING**

FROM DISPARATE TO A COMMON DATA MODEL

Office

Dynamics

Azure

Microsoft Cloud for Healthcare

From Disconnected to **OMNICHANNEL JOURNEY EXECUTION**

From Fragmented data to **360 CUSTOMER PROFILE**

From Generic Messaging to **PERSONALIZATION AT SCALE**

2

RAISING DIGITAL CULTURE MATURITY

By overcoming 3 main challenges³



OVERCOMING PEOPLE CHALLENGES

With an appropriate change management plan cascading across all functional areas



OVERCOMING PROCESS CHALLENGES

With an end-to-end processes to mitigate risk for all departments



OVERCOMING STRATEGY CHALLENGES

By implementing an agility based approach to both strategy and execution

References

1. Park AJ. Everybody benefits: the ROI of improved CX from Forrester's "How customer experience drives business growth, 2018" report. Airship. August 7, 2019. Accessed May 3, 2020.
2. Van Tongeren T. The state of customer experience in the pharmaceutical industry, 2018: HCP interactions. DT Consulting, Aptus Health. April 2, 2019. Accessed May 7, 2020.
3. Diamond M. The secrets to CRM success. Digital Pulse. June 20, 2018. Accessed May 7, 2020.