

# CXM **vs** CRM

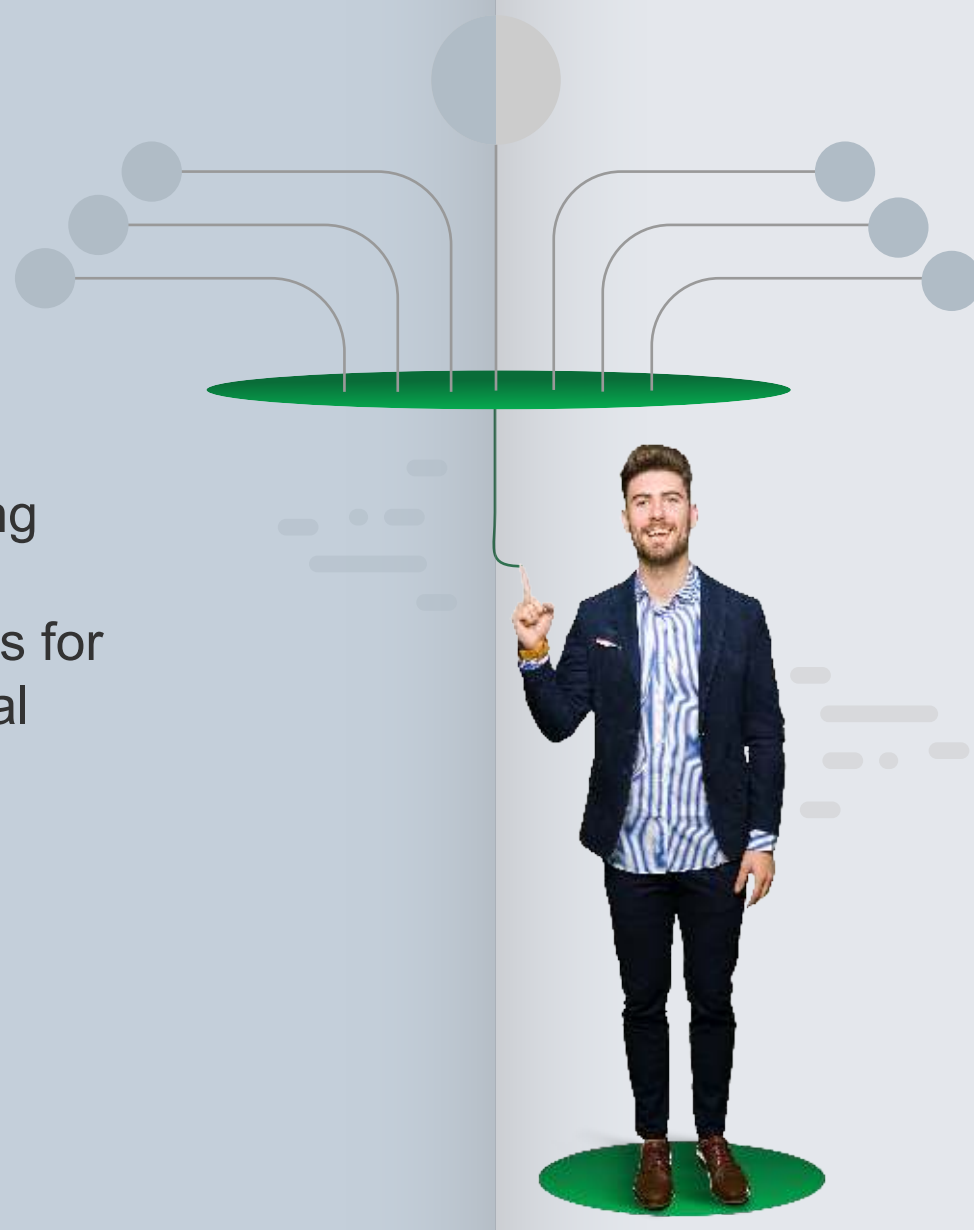
## Top 5 Reasons Why CXM Is Better Than CRM for Life Sciences



### CXM #1 CRM

#### Journey Centric

Improves CX by creating journeys and customer-oriented plans for commercial and medical teams



#### Organization Goal Centric

Focused on planning touchpoint goals and tracking completion

### CXM #2 CRM

#### Unified System

Single cloud and one data model for all business functions



#### Multiple Systems

Data silos, different data sets for different departments; information not easily available for all

### CXM #3 CRM

#### Embedded Deep Customer Insights and Predictions

AI-powered, real-time customer insights from multiple channels; actionable



#### Basic KPIs and Customer Data

Sales data and retrospective customer data; not actionable

### CXM #4 CRM

#### Omnichannel

F2F and omnichannel marketing through social media, chatbots, self-service, email, and text



#### Multichannel

Few multichannel capabilities: Email, F2F, and phone

### CXM #5 CRM

#### Unique 360 Experiences

Possible; thanks to: Deep customer insights and predictions, AI, and omnichannel



Not possible