Winning with CX Excellence at launch:
How external benchmarking optimises engagement and drives NPS leadership

WEBINAR #2 — TUESDAY 3/6

PRECISION AQ™

Beverly Smet
SVP Global Accounts

beverly.smet@precisionaq.com
+ 32 478 64 28 46

PRECISION AQ™

Pauline Schöller
Senior Strategy Consultant

pauline.scholler@precisionaq.com
+32 472 36 66 13

PRECISION AQ™

Ground rules

- This webinar will take around 40 minutes

- You can submit questions at any time via the "Ask Question" box.

- Questions will be summarized & addressed after the webinar.

- Please give us your feedback!

  – Right after the webinar a short satisfaction survey will be launched.
    We would love to know your opinion!

- The webinar will be **recorded** and made available after the session. We will send you an email with the details

Agenda

1. **Importance of CX Benchmarking to create better customer experiences**

2. **Longitudinal impact of continuous CX improvement on driving NPS leadership:**

   Two case studies: - *The effect of optimising Omnichannel & CX at launch on NPS leadership*

   - *How fixing the mix and the right CX drivers affects NPS outcome*

3. Navigator365™ **Cx Benchmark Lite:** new kid on the block for continuous CX measurement

Importance of CX Excellence
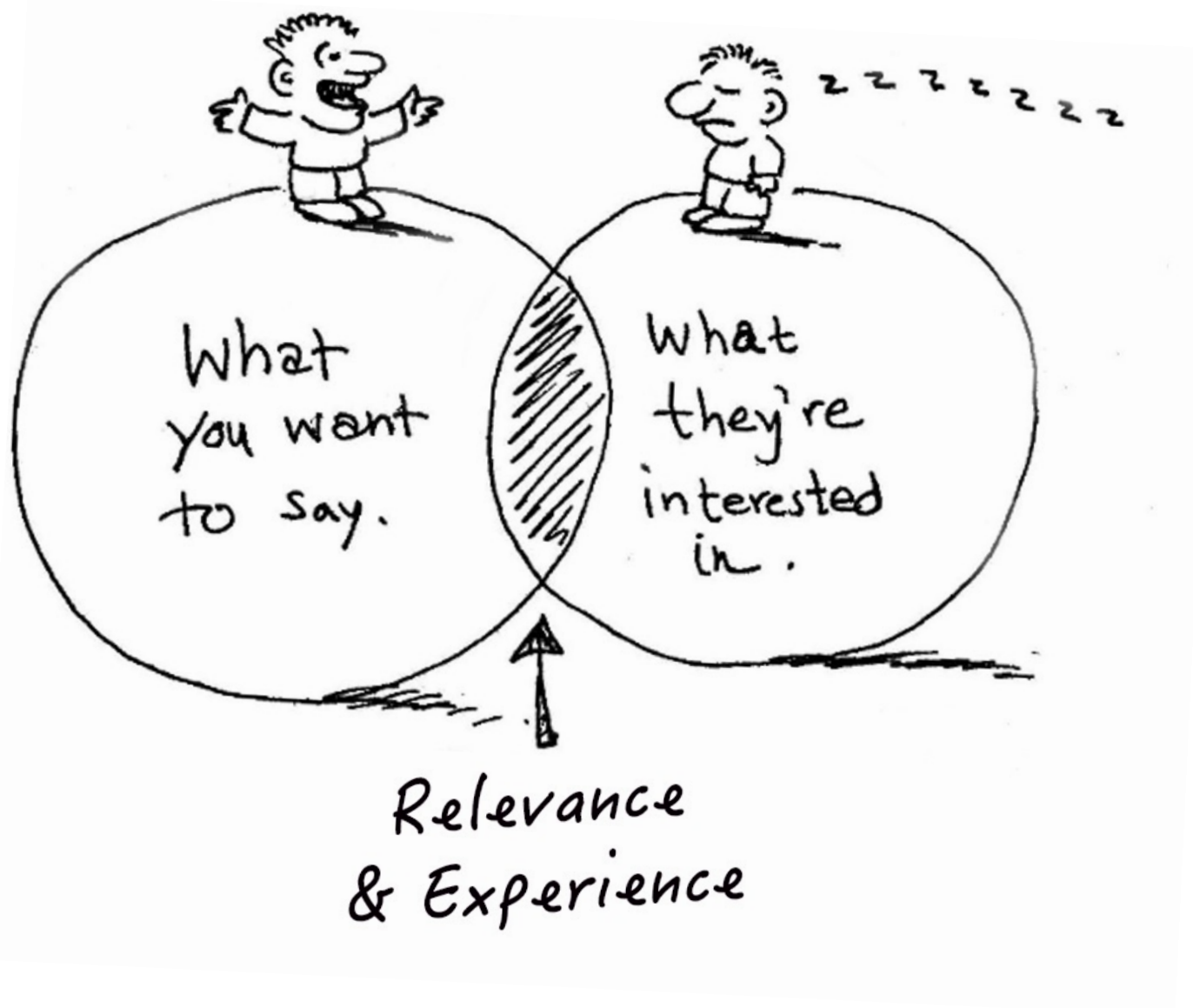
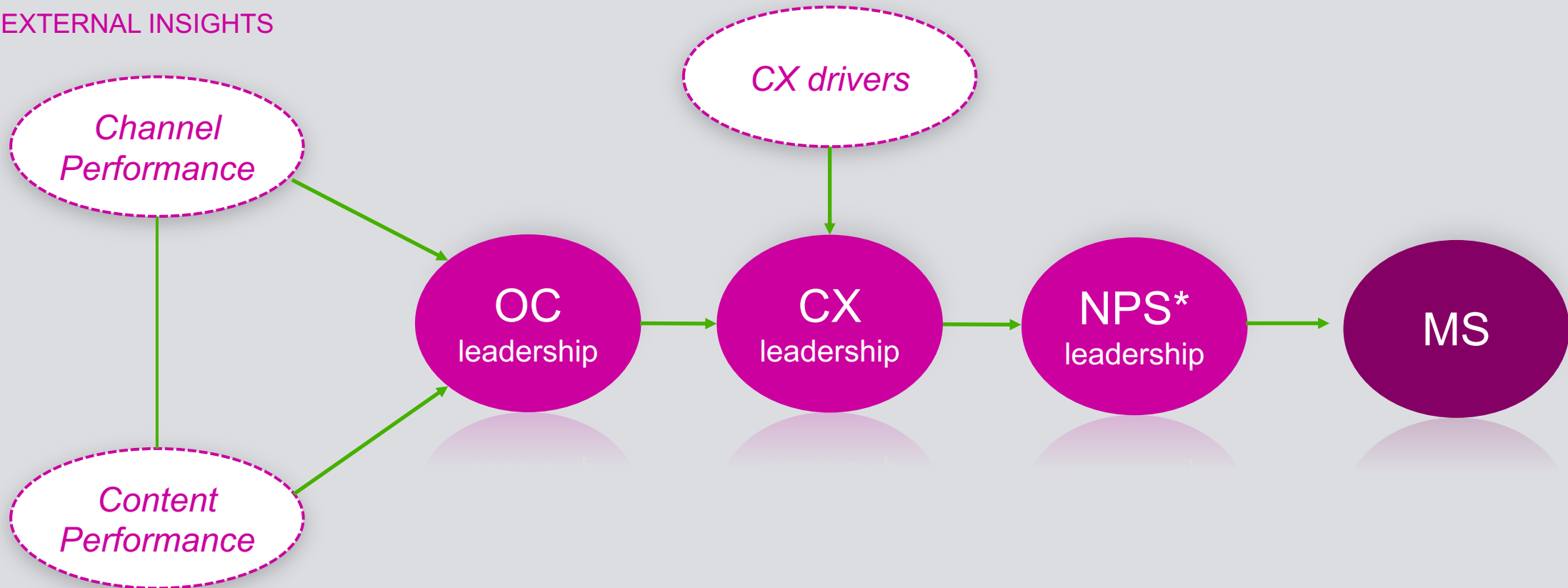# Is there a magic formula?
Are OC and CX excellence drivers for NPS leadership
- and ultimately – MS growth ?

EXTERNAL INSIGHTS

Channel Performance

CX drivers

Content Performance

OC leadership

CX leadership

NPS* leadership

MS

* NPS = willingness to recommend your brand to a colleague, measured on a 10 points scale

Relationship between OC and NPS

85% of brands that lead on both Rep and Omnichannel are also leading in NPS
vs 62% of brands that only lead on the Rep channel

NPS LEADERS

- 80%
- 60%
- 40%
- 20%

62%
Leads on
rep only
(N=21)

85%
Leads on
both rep and
Omnichannel
(N=74)

5%
Doesn't
lead on rep

Navigator365™ **Cx Benchmark**
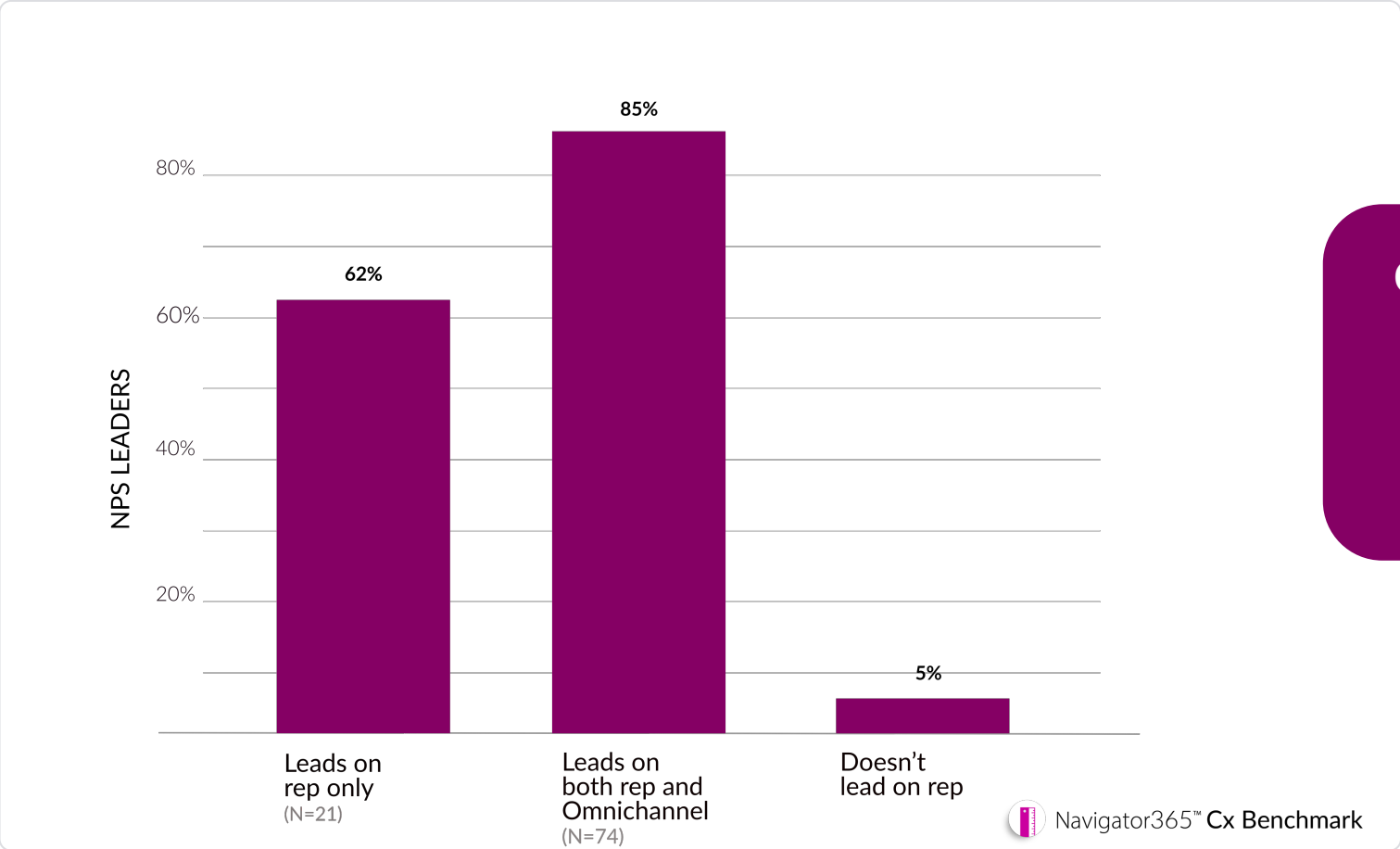
Omnichannel excellence on top of FF effectiveness increases your chances by 23% for becoming an NPS leader !

Relationship between CX and NPS

On average, **> 50% of the NPS score** is determined by high quality engagements with the brand (CX)

% OF SPECIALISTS WHOSE NPS RATING WAS DRIVEN BY CX FACTORS

- ■ % Cx-driven for promoters
- ■ % Cx-driven for passives
- ■ % Cx-driven for detractors

N=1.005

Avg:70%
Avg:67%
Avg:44%
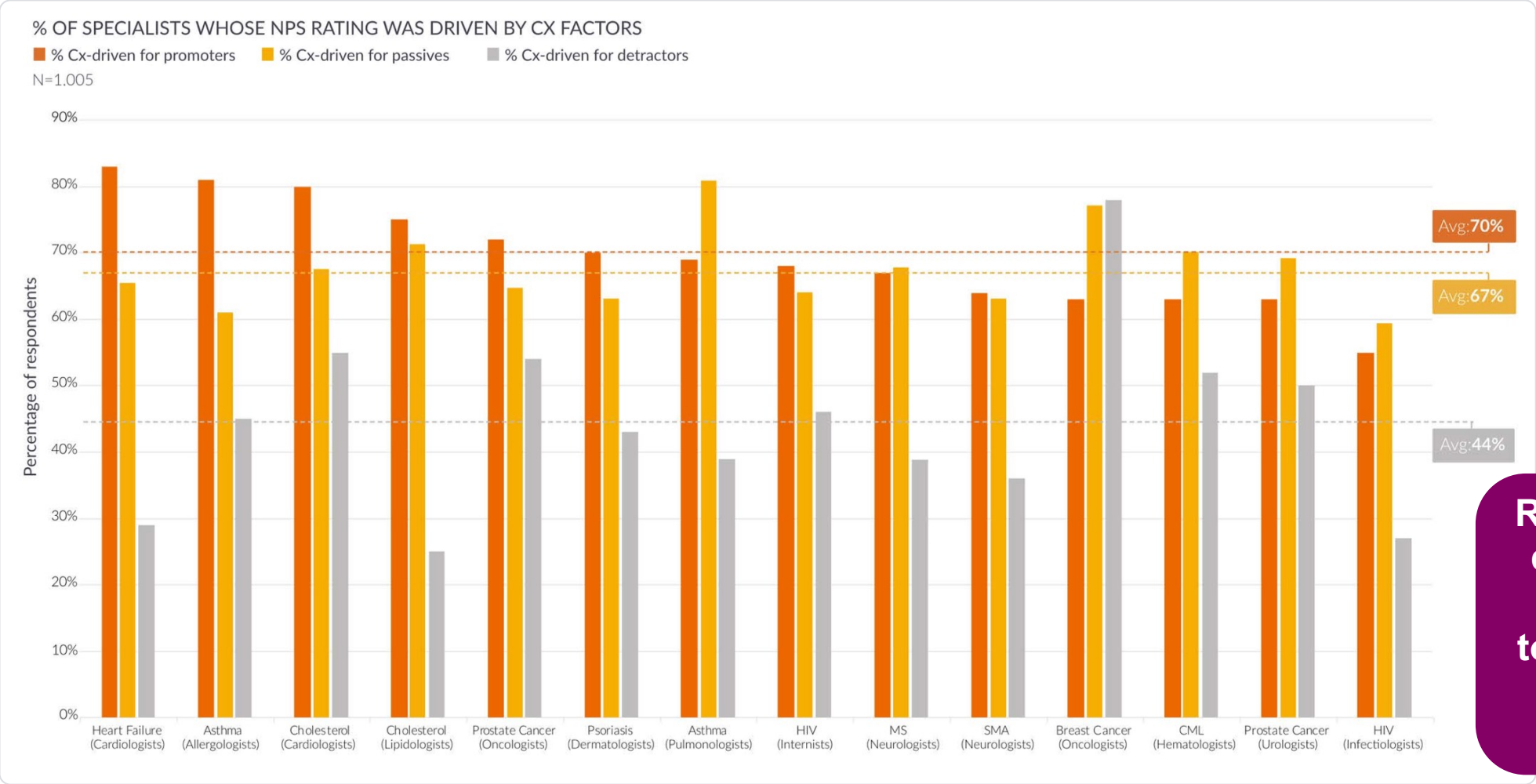
Range from 40% for detractors (60% is product-driven) to 67% for passives and 70% for promoters

POLL

How satisfied are you with current Omnichannel and CX benchmarking activities vs competitors?

1. Satisfied
2. Neutral
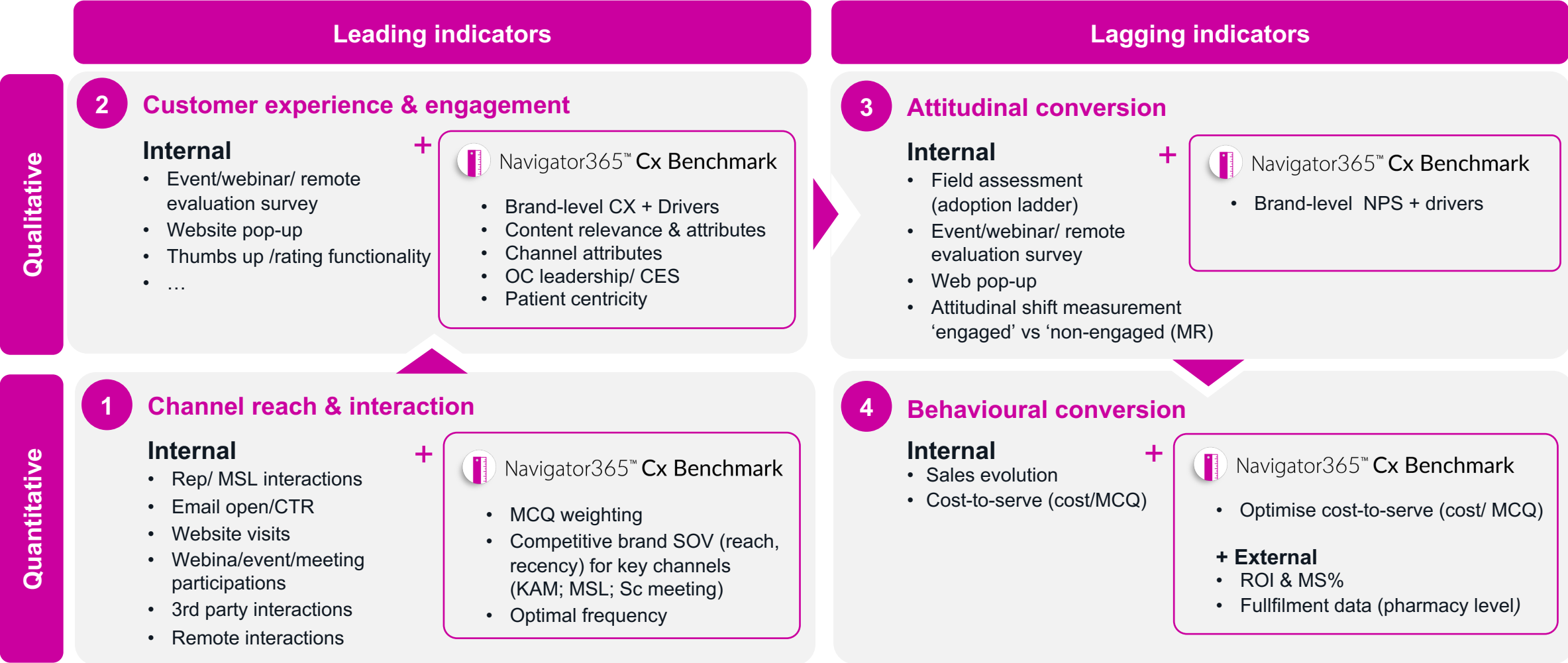3. Dissatisfied
4. We are not benchmarking for OC & CX

52% of pharma is tracking external metrics at present
55% of pharma is satisfied with their benchmarking output

Cx benchmarking evolution 2023-2024
(Precision AQ Maturometer)

+20% +20%

tracking/considering external metrics   satisfied with OC benchmarking

■ 2023 ■ 2024
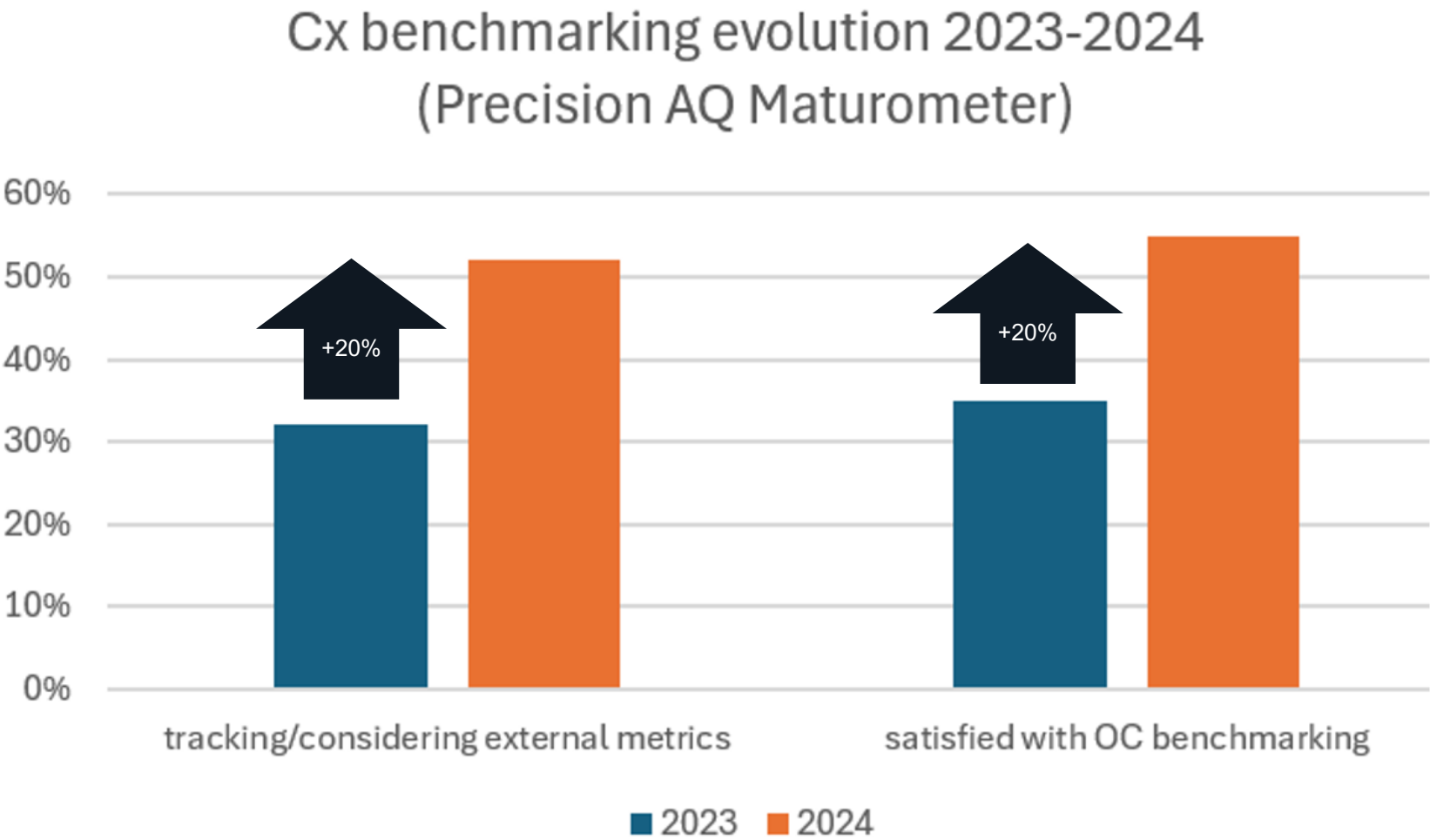
Effective CX Benchmarking enables you to enrich your INTERNAL KPIs with EXTERNAL ones for demonstrating business impact

Leading indicators

Qualitative

2 Customer experience & engagement

Internal
- Event/webinar/ remote evaluation survey
- Website pop-up
- Thumbs up /rating functionality
- …

+

Navigator365™ **Cx Benchmark**
- Brand-level CX + Drivers
- Content relevance & attributes
- Channel attributes
- OC leadership/ CES
- Patient centricity

Quantitative

1 Channel reach & interaction

Internal
- Rep/ MSL interactions
- Email open/CTR
- Website visits
- Webina/event/meeting participations
- 3rd party interactions
- Remote interactions

+

Navigator365™ **Cx Benchmark**
- MCQ weighting
- Competitive brand SOV (reach, recency) for key channels (KAM; MSL; Sc meeting)
- Optimal frequency

Lagging indicators

Qualitative

3 Attitudinal conversion

Internal
- Field assessment (adoption ladder)
- Event/webinar/ remote evaluation survey
- Web pop-up
- Attitudinal shift measurement 'engaged' vs 'non-engaged (MR)

+

Navigator365™ **Cx Benchmark**
- Brand-level NPS + drivers

Quantitative

4 Behavioural conversion

Internal
- Sales evolution
- Cost-to-serve (cost/MCQ)

+

Navigator365™ **Cx Benchmark**
- Optimise cost-to-serve (cost/ MCQ)

+ External
- ROI & MS%
- Fullfilment data (pharmacy level)

   6/3/25

External benchmarking is key to gain and sustain a competitive advantage

"What gets measured gets managed"

"What gets compared, gets improved"

Peter Drucker

Navigator**365**™

CASE STUDIES

1. The effect of optimising Omnichannel and CX at launch on NPS leadership

2-yr longitudinal analysis for a 'specialist' launch brand in UK in a competitive market environment

PRECISION AQ™

CLIENT situation

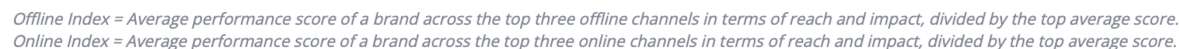- New drug launch in a highly competitive specialist market (UK)

Objectives

- Accelerate awareness and adoption by:
  1. **increasing critical time-to-frequency beyond F2F**
     (i.e maximise number of touchpoints during first 2 years of launch)
  2. **prioritising high-impact channels and increase content relevance** in function of HCP profile
  3. **addressing relevant CX drivers** for creating an optimal customer experience
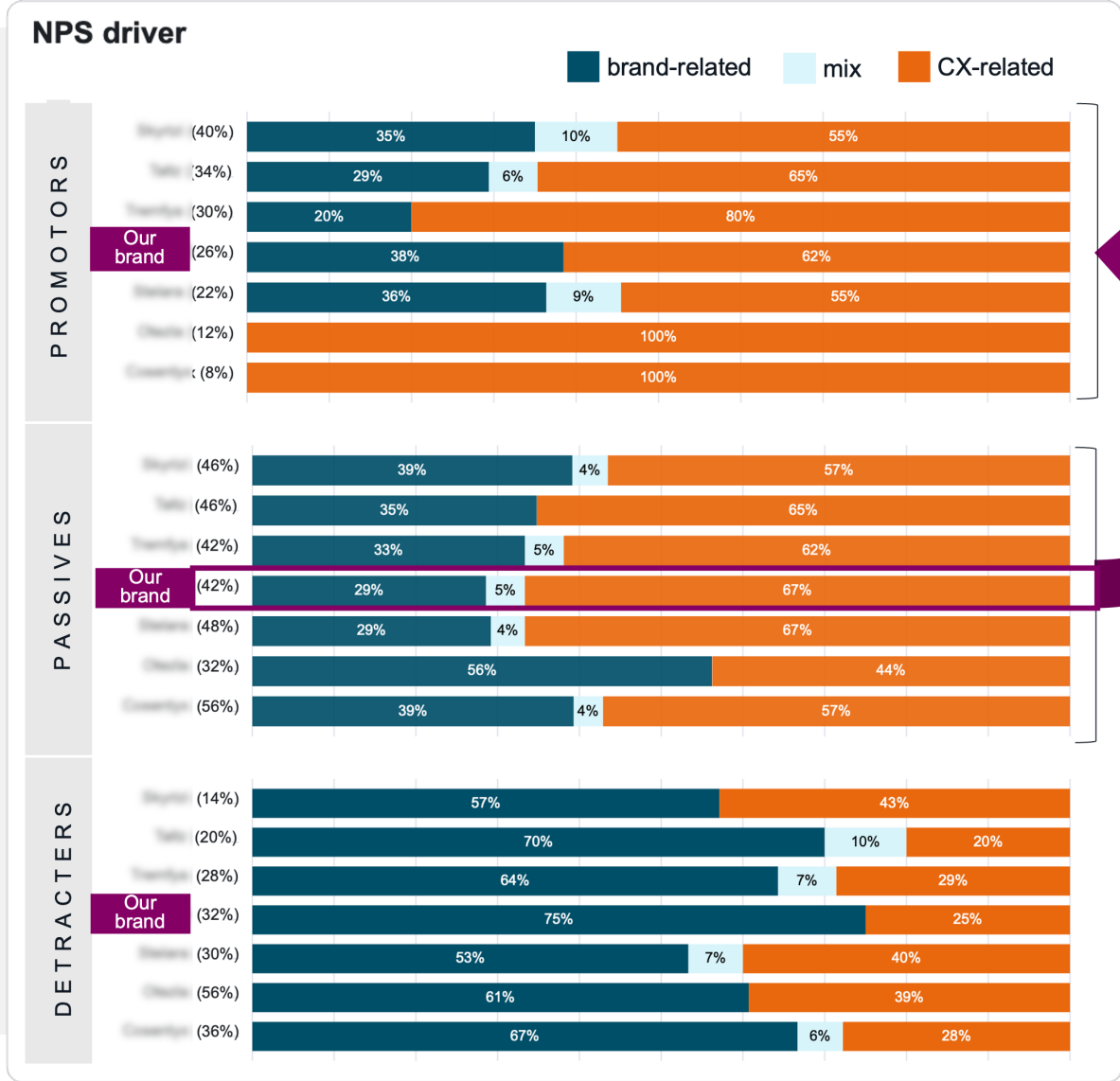
"As-is" competitive situation around launch based on Navigator365 Cx Benchmark

OCE Leadership

◆ BRAND A   ▲ BRAND B   ■ BRAND C   ▼ BRAND D   △ BRAND E   ☐ BRAND F   ◇ BRAND G

Offline Index (y-axis): 20% to 110%

Online Index (x-axis): 10% to 110%

"OUR" BRAND — ◆ BRAND A

▼ BRAND D

Offline Index = Average performance score of a brand across the top three offline channels in terms of reach and impact, divided by the top average score.
Online Index = Average performance score of a brand across the top three online channels in terms of reach and impact, divided by the top average score.

Overall CX performance

25.5
15.6
15.5
13.9
11.7
11.4
6.3

HCPs were asked to distribute 100 points to their top three options
Score = average number of points obtained

NPS of -6 vs NPS of 26 for the leader

Channel Performance → OC leadership → CX leadership → NPS leadership → MS
Content Performance
CX drivers

Source: Navigator365™ Cx Benchmark

When assessing the drivers behind NPS, we saw that it is predominantly driven by CX for 'passives' and 'promotors' in this highly competitive environment

NPS driver

Legend: ■ brand-related ■ mix ■ CX-related

PROMOTORS

	brand-related	mix	CX-related
(40%)	35%	10%	55%
(34%)	29%	6%	65%
(30%)	20%		80%
Our brand (26%)	38%		62%
(22%)	36%	9%	55%
(12%)			100%
(8%)			100%

PASSIVES

	brand-related	mix	CX-related
(46%)	39%	4%	57%
(46%)	35%		65%
(42%)	33%	5%	62%
Our brand (42%)	29%	5%	67%
(48%)	29%	4%	67%
(32%)	56%		44%
(56%)	39%	4%	57%

DETRACTERS

	brand-related	mix	CX-related
(14%)	57%		43%
(20%)	70%	10%	20%
(28%)	64%	7%	29%
Our brand (32%)	75%		25%
(30%)	53%	7%	40%
(56%)	61%		39%
(36%)	67%	6%	28%

Delighting 'passives' through delivering a high-quality customer experience may move them into promotors over time

NPS 'promotors' prescribe on average 2.5 times more than NPS 'detractors' ! *

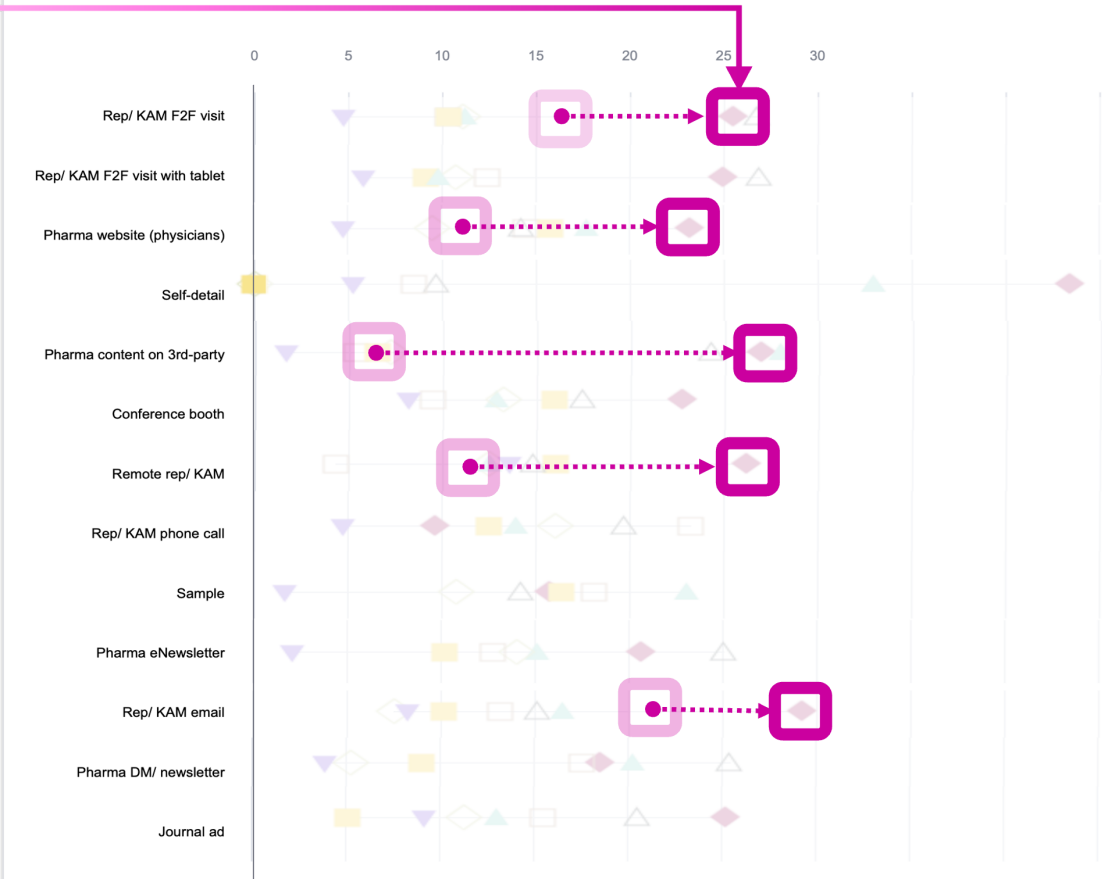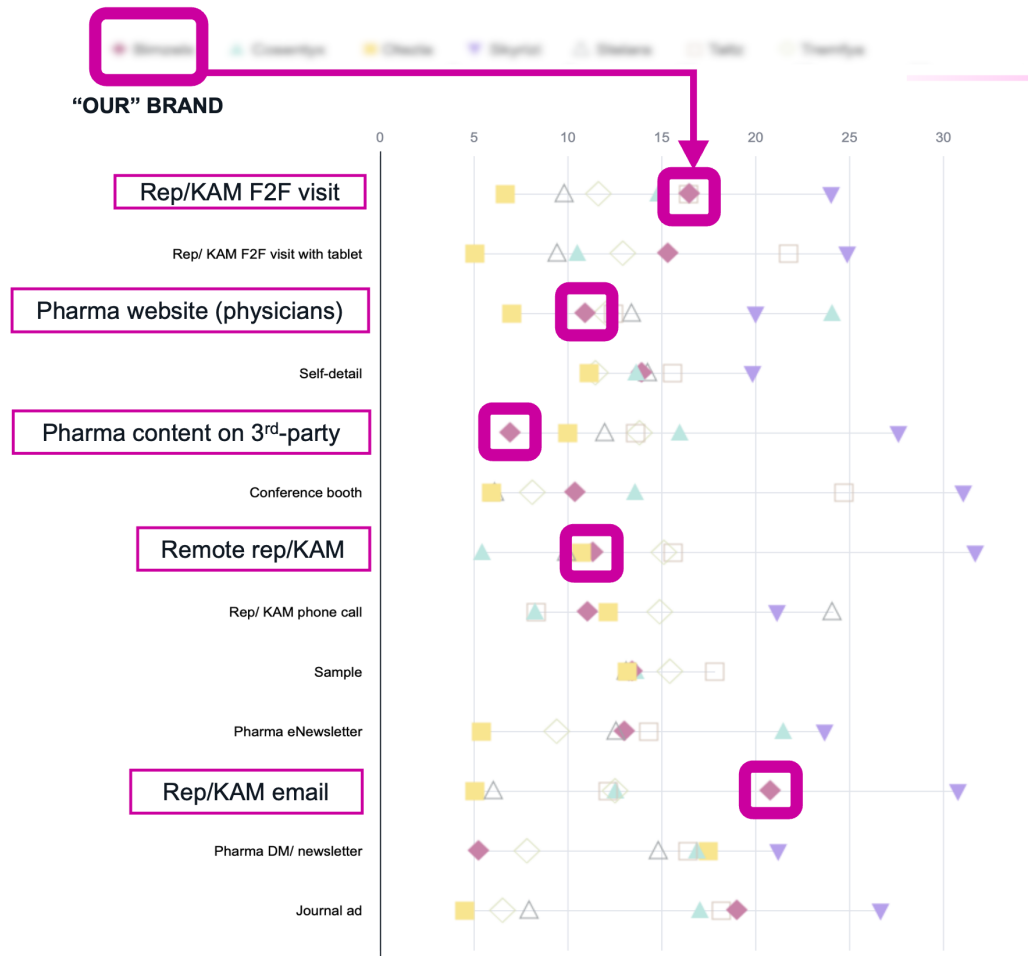* Source: Bain consulting

STEP 1: Prioritise the mix (commercial)
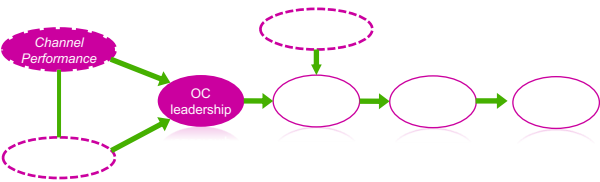
Brand-level channel performance (Commercial)
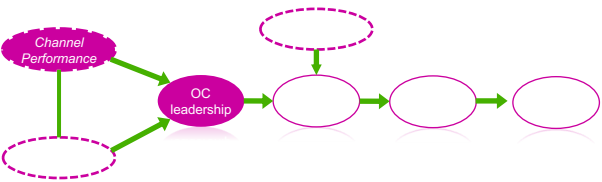
| T0 | Measurement at launch | | T1 | | T2 | Measurement 2 years postlaunch |

"OUR" BRAND

Channels (T0):
- Rep/KAM F2F visit
- Rep/ KAM F2F visit with tablet
- Pharma website (physicians)
- Self-detail
- Pharma content on 3rd-party
- Conference booth
- Remote rep/KAM
- Rep/ KAM phone call
- Sample
- Pharma eNewsletter
- Rep/KAM email
- Pharma DM/ newsletter
- Journal ad

Channels (T2):
- Rep/ KAM F2F visit
- Rep/ KAM F2F visit with tablet
- Pharma website (physicians)
- Self-detail
- Pharma content on 3rd-party
- Conference booth
- Remote rep/ KAM
- Rep/ KAM phone call
- Sample
- Pharma eNewsletter
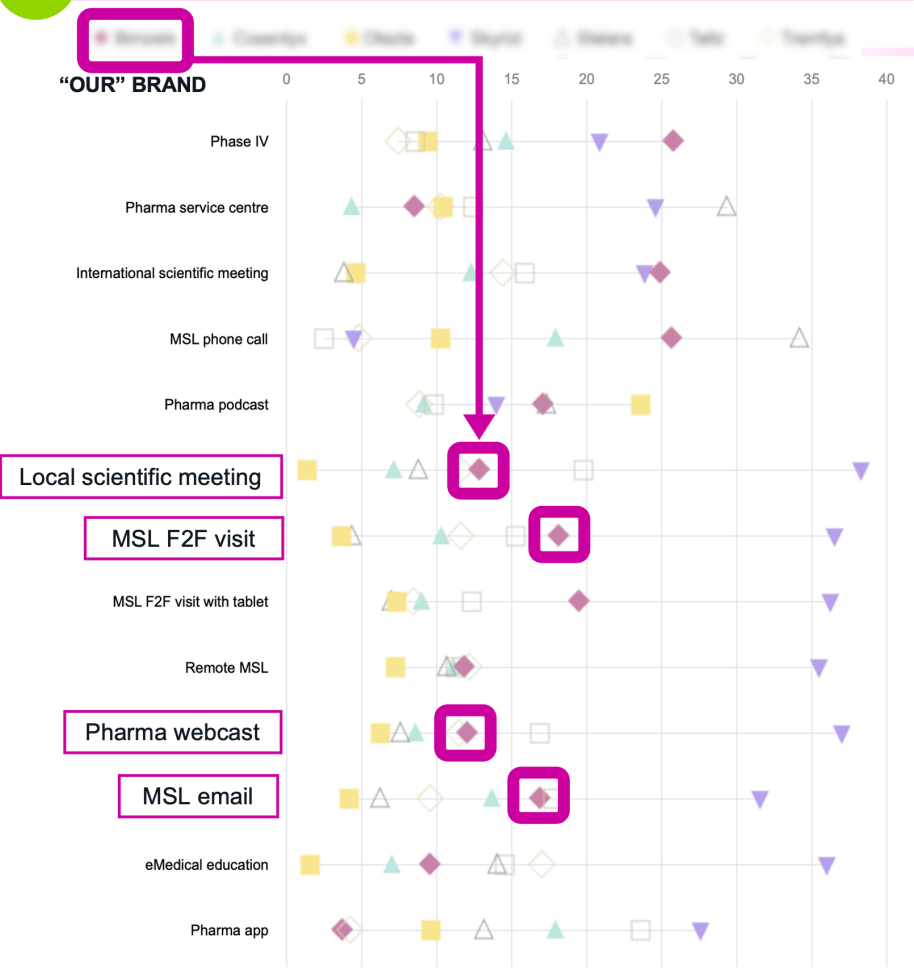- Rep/ KAM email
- Pharma DM/ newsletter
- Journal ad

STEP 1: Prioritise the mix (medical)

Brand-level channel performance (Medical)

T0 Measurement at launch

T1

T2 Measurement 2 years postlaunch

"OUR" BRAND

T0 channels (left chart)
- Phase IV
- Pharma service centre
- International scientific meeting
- MSL phone call
- Pharma podcast
- **Local scientific meeting**
- **MSL F2F visit**
- MSL F2F visit with tablet
- Remote MSL
- **Pharma webcast**
- **MSL email**
- eMedical education
- Pharma app

T2 channels (right chart)
- Phase IV
- Pharma service centre
- Inter International scientific meeting
- MSL phone call
- Pharma podcast
- Local scientific meeting
- MSL F2F visit
- MSL F2F visit with tablet
- Remote MSL
- Pharma webcast
- MSL email
- eMedical education
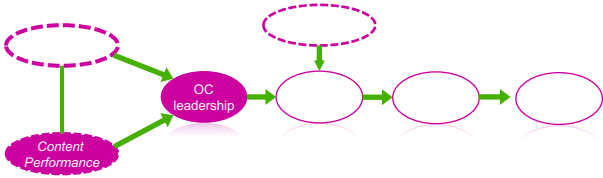- Pharma app

Source: Navigator365™ Cx Benchmark

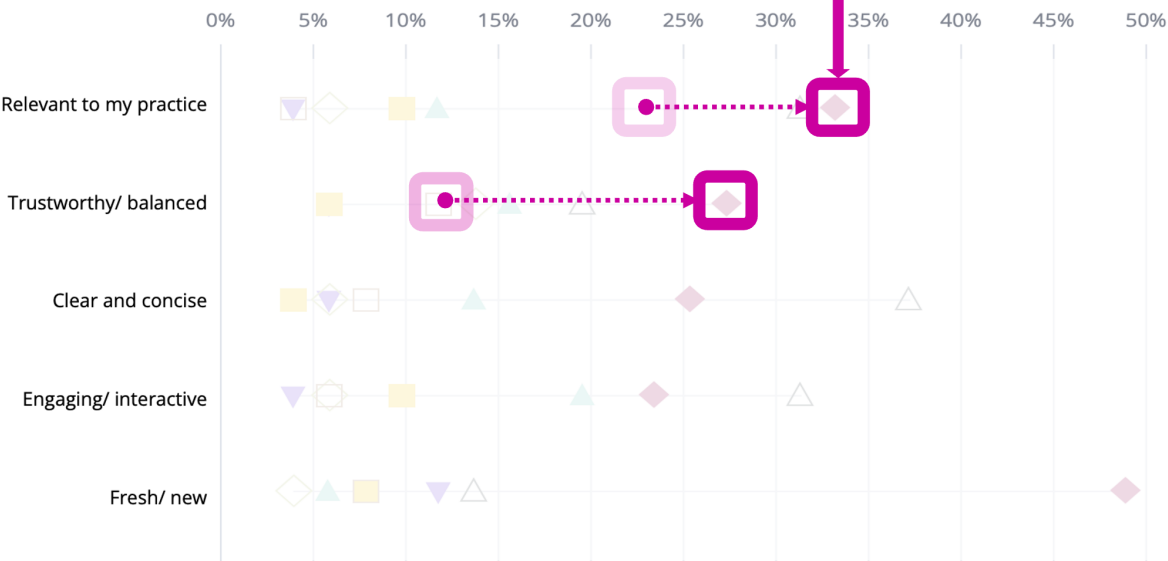# STEP 2: Address the quality-of-voice by focusing on the right content attributes

Content attribute performance

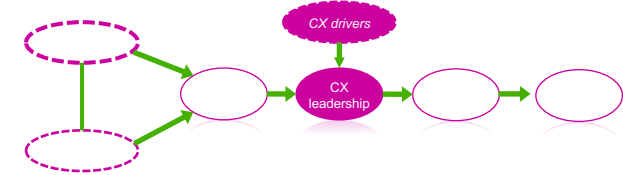**T0** Measurement at launch
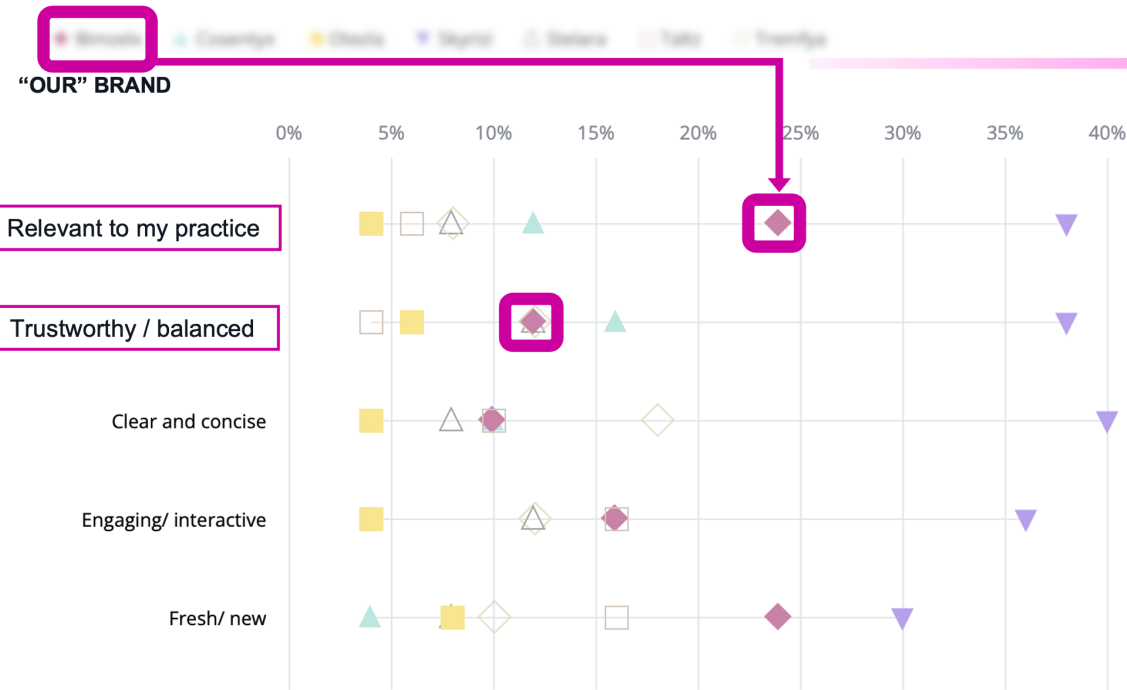
T2 Measurement 2 years postlaunch

"OUR" BRAND

Source: Navigator365™ Cx Benchmark
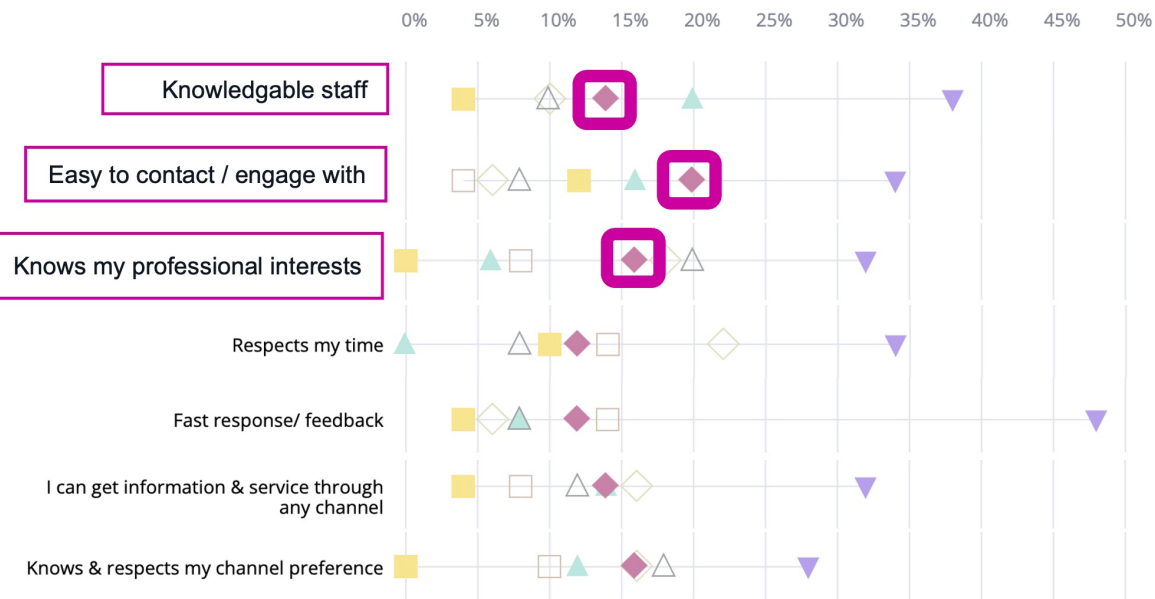
STEP 3: add the cherry on the cake: improve CX

Brand-level CX feature performance

T0 Measurement at launch

T2 Measurement 2 years postlaunch

"OUR" BRAND

Features measured:
- Knowledgable staff
- Easy to contact / engage with
- Knows my professional interests
- Respects my time
- Fast response/ feedback
- I can get information & service through any channel
- Knows & respects my channel preference

Source: Navigator365™ Cx Benchmark
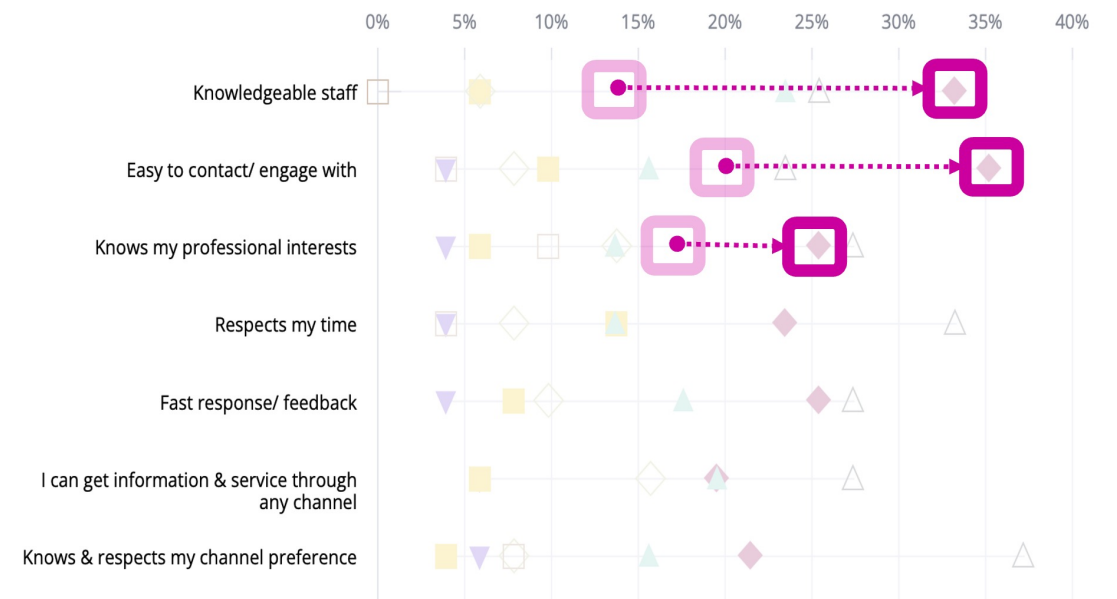
Effect on CX and NPS 2 years post launch (T2)

T2 Overall CX performance

Product	Score
Bimzelx	25.9
Skyrizi	22.1
Cosentyx	16.1
Bumexa	10.9
Taltz	10.2
Tremfya	9.0
Xyntheum	5.7

HCPs were asked to distribute 100 points to their top three options
Score = average number of points obtained

T2 NPS Distribution

Product	0-2/3-4/5-6 (detractor)	7-8 (passive)	9-10 (promoter)	NPS
Bimzelx	4% / 2% / 16%	33%	45%	NPS = 24
Skyrizi	2% / 20%	37%	41%	NPS = 20
Taltz	18%	51%	31%	NPS = 14
Cosentyx	2% / 22%	45%	31%	NPS = 8
Tremfya	2% / 4% / 14%	53%	27%	NPS = 8
Bumexa	4% / 31%	51%	14%	NPS = -22
Xyntheum	2% / 4% / 39%	47%	8%	NPS = -37

Legend:
- 0-2 (detractor)
- 3-4 (detractor)
- 5-6 (detractor)
- 7-8 (passive)
- 9-10 (promoter)

2. Navigator365™ Cx Benchmark as a smart insights and performance engine

2023–2024

PRECISION AQ™

CLIENT situation

- Recent drug launch in a highly competitive specialist market

Objectives

- Assess HCPs' perception of client's brand and how it performs vs its key competitors on some key parameters (CX, NPS, content, SoV etc.)

- Use this data to establish a baseline

At the start of our journey, Brand X wasn't in its best shape…

**Initial Navigator365 Cx
Benchmark report Q3 2023**

NPS: *-38* *Out of 7*	7th
CX score *Out of 7*	6th
Knowledgeable staff *Out of 7*	6th
Rep and MSL F2F recency *Out of 7*	6th
OC performance *Out of 7*	5th
Optimal frequency *Out of 7*	7th
# Leading commercial channels	0
# Leading medical channels	1
Top 3 content attributes *Out of 7*	7th

We identified key areas of improvement and organized a workshop with the Team to create an action plan for the coming year

Initial Navigator365 Cx Benchmark report Q3 2023

Metric	Rank
NPS: *-38* Out of 7	7th
CX score Out of 7	6th
Knowledgeable staff Out of 7	6th
Rep and MSL F2F recency Out of 7	6th
OC performance Out of 7	5th
Optimal frequency Out of 7	7th
# Leading commercial channels	0
# Leading medical channels	1
Top 3 content attributes Out of 7	7th

Key areas of Improvement F2F Workshop

1 Frequency

F2F and online frequency is too low vs competition.

2 Content attributes to improve

Relevance to their practice, Trustworthy and clear & concise.

3 Key channels to improve

Rep/MSL F2F, Rep e-mail, MSL e-mail, pharma website, 3rd party channels, Local scientific meeting and webcast.

The improvement areas were identified and tackled during a F2F workshop

1. Frequency increase

Ambitious frequency targets were set based on segment and adoption ladder.

	SoV ambition	# visits by rep	# visits by MSL	SoV via other channels
Segment 1				
Adoption ladder stage 1	**12**	4	2	**6**
Adoption ladder stage 2	**10**	4	1	**5**
Adoption ladder stage 3	**10**	4	0	**6**
Segment 2				
Adoption ladder stage 1	**10**	3	2	**5**
Adoption ladder stage 2	**10**	3	1	**6**
Adoption ladder stage 3	**8**	2	0	**6**
Segment 3				
Adoption ladder stage 1	**10**	2	1	**7**
Adoption ladder stage 2	**8**	2	0	**6**

2. Content attribute improvements

Messages were defined per segment and adoption ladder.

	Segment 1			Segment 2			Segment 3	
	Adoption Ladder 1	Adoption Ladder 2	Adoption Ladder 3	Adoption Ladder 1	Adoption Ladder 2	Adoption Ladder 3	Adoption Ladder 1	Adoption Ladder 2
Message 1	*Efficacy*	*Efficacy*	*Efficacy*	*MOA*	*Patient experience*	*Patient experience*	*Patient profile*	*Patient experience*
Message 2	*Safety*	*Patient experience*	*Patient experience*	*Guidelines*	*MOA*	*MOA*	*Safety*	*Patient profile*
Message 3	*MOA*	*Safety*	*Safety*	*Efficacy*	*Guidelines*	*Guidelines*	*Experience Peers*	*Safety*
Message 4	*Home treatment*	*Home treatment*	*Home treatment*	*Safety*	*Efficacy*	*Efficacy*	*Efficacy*	*Experience Peers*
Message 5	*Patient profile*	*Patient profile*	*Patient profile*	*Patient profile*	*Safety*	*Safety*	*Home treatment*	*Home treatment*

3. Key channel improvements

Activities and the related content/messages were carefully selected for the various segments & adoption ladders.

Segment 1 Jan-Mar	Jan			Feb		March	
	F2F	CME	Local scientific meeting	Lunch & Learn	Congress	F2F	Webinar
Adoption ladder stage 1							
Efficacy	■	■	■	■	■	■	■
Safety	■	■	■	■	■		■
MOA	■	■	■	■	■		■
Home treatment					■	■	■
Patient profile					■	■	■
Adoption ladder stage 2							
Efficacy	■	■	■		■		■
Patient experience	■		■	■	■	■	■
Safety	■	■	■		■		■
Home treatment				■	■	■	■
Patient profile				■	■	■	■
Adoption ladder stage 3							
Efficacy	■	■	■		■		■
Patient experience	■		■	■	■	■	■
Safety	■	■	■		■		■
Home treatment				■	■	■	■
Patient profile				■	■	■	■

Legend: Efficacy ■ Safety ■ MOA ■ Patient experience ■ Patient profile ■ Guidelines ■ Home treatment ■ Experience peers ■

Thanks to the team's focus on those key improvement areas, results improved drastically

Initial Navigator365 Cx Benchmark report Q3 2023

NPS: -38
Out of 7 — 7th

CX score
Out of 7 — 6th

Knowledgeable staff
Out of 7 — 6th

Rep and MSL F2F recency
Out of 7 — 6th

OC performance
Out of 7 — 5th

Optimal frequency
Out of 7 — 7th

Leading commercial channels — 0

Leading medical channels — 1

Top 3 content attributes
Out of 7 — 7th

Key areas of Improvement F2F Workshop

1 **Frequency**

F2F and online frequency is too low vs competition

2 **Content attributes to improve**

Relevance to their practice, Trustworthy and clear & consise

3 **Key channels to improve**

Rep/MSL F2F, Rep e-mail, MSL e-mail, pharma website, 3rd party channels, Local scientific meeting and webcast.

A second run of our Navigator365 Cx Benchmark report Q3 2024

NPS: +2
Out of 7 — 4th

CX score
Out of 7 — 2nd

Knowledgeable staff
Out of 7 — 2nd

Rep and MSL F2F recency
Out of 7 — 2nd

OC performance
Out of 7 — 2nd

Optimal frequency
Out of 7 — 2nd

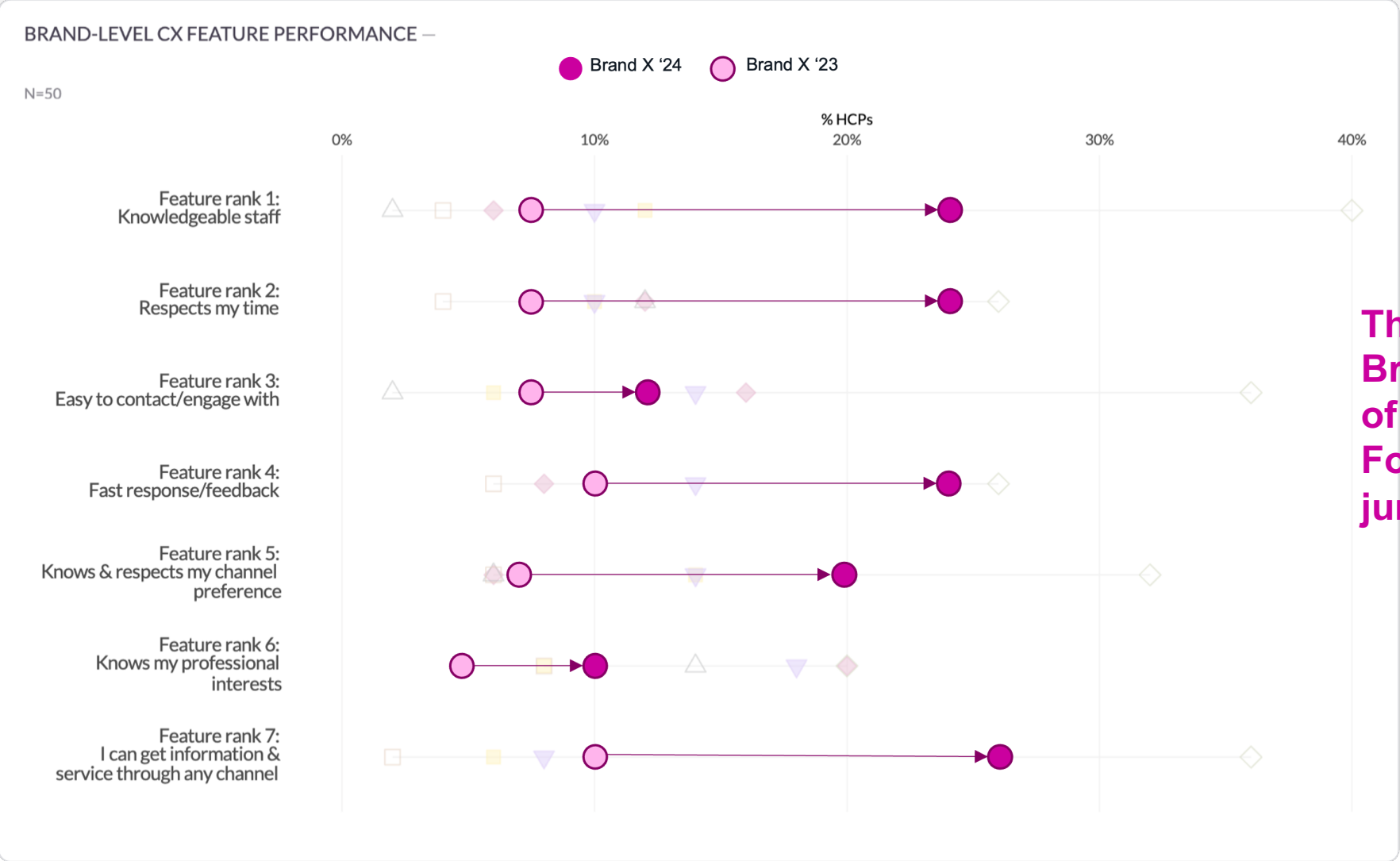# Leading commercial channels — 3

Leading medical channels — 4

Top 3 content attributes
Out of 7 — 2nd

Improvements are clear at the granular level too – allowing the team to make a direct connection to their efforts

BRAND-LEVEL CX FEATURE PERFORMANCE —

N=50

Brand X '24   Brand X '23

% HCPs

0%   10%   20%   30%   40%

Feature rank 1:
Knowledgeable staff

Feature rank 2:
Respects my time

Feature rank 3:
Easy to contact/engage with

Feature rank 4:
Fast response/feedback

Feature rank 5:
Knows & respects my channel
preference

Feature rank 6:
Knows my professional
interests

Feature rank 7:
I can get information &
service through any channel

The tremendous growth of Brand X can be seen on each of the CX performance drivers. For most drivers, Brand X jumped to a second position.

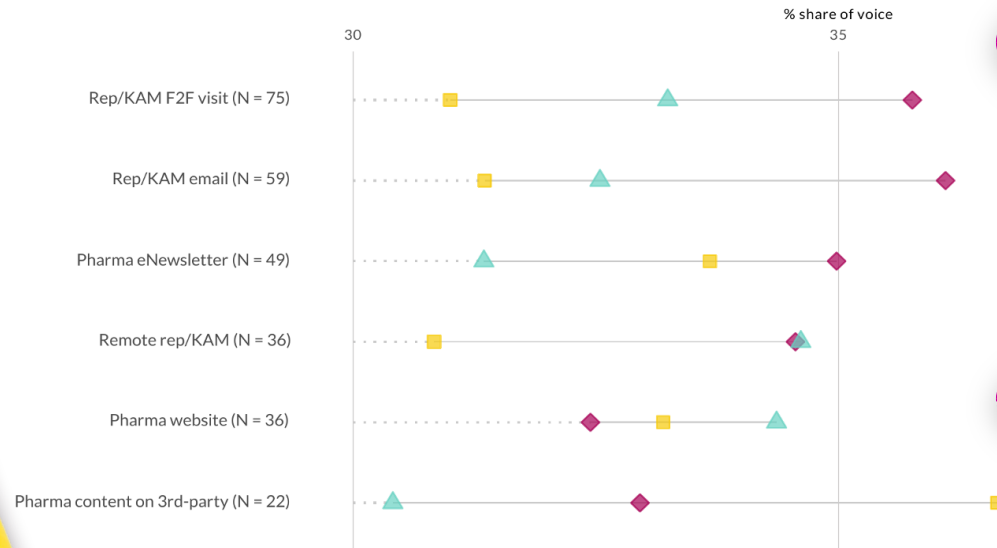The new kid on the block…

Navigator365™ **Cx Benchmark LITE**

PRECISION AQ™

Navigator365™ **Cx Benchmark** *LITE*

Allows for **regular continuous monitoring** of KEY BRAND LEVEL KPIs to stay ahead of competition

SOV BY CHANNEL (COMMERCIAL)

% share of voice

HCPs were asked to distribute 100 points.
Score = average number of points obtained

Omnichannel performance

Content Performance

OC leadership → SOV Commercial + medical → CX performance → NPS

Contact us for more information

Q&A

Thank you!

BEVERLY SMET

beverly.smet@precisionaq.com

PAULINE SCHÖLLER

pauline.scholler@precisionaq.com

PRECISION AQ™

Beverly Smet
SVP Global Accounts

beverly.smet@precisionaq.com
+ 32 478 64 28 46

PRECISION AQ™

Pauline Schöller
Senior Strategy Consultant

pauline.scholler@precisionaq.com
+32 472 36 66 13

Upcoming webinar

Beyond the booth:
Harnessing HCP Preferences to Transform Congress Engagement

WEBINAR
TUE 24/06
16:00 CET

PRECISION AQ™

For more of the year's most interesting insights and trends pulled from our industry-leading Navigator365™ and Maturometer™ research…

REPORT

THE STATE OF OMNICHANNEL IN BIOPHARMA
2024

INSIGHTS AND HIGHLIGHTS FROM OUR **NAVIGATOR365**™ AND **MATUROMETER**™ RESEARCH

PRECISION AQ™

OMNICHANNEL

Download our free 2024 Global Trends Report

Survey closes soon!

What's next for digital in pharma? **Tell us!**

Maturometer™2025

THE SURVEY CLOSES SOON!

Share your insights

Please give us your feedback!

Right after the webinar a short satisfaction survey will be launched.
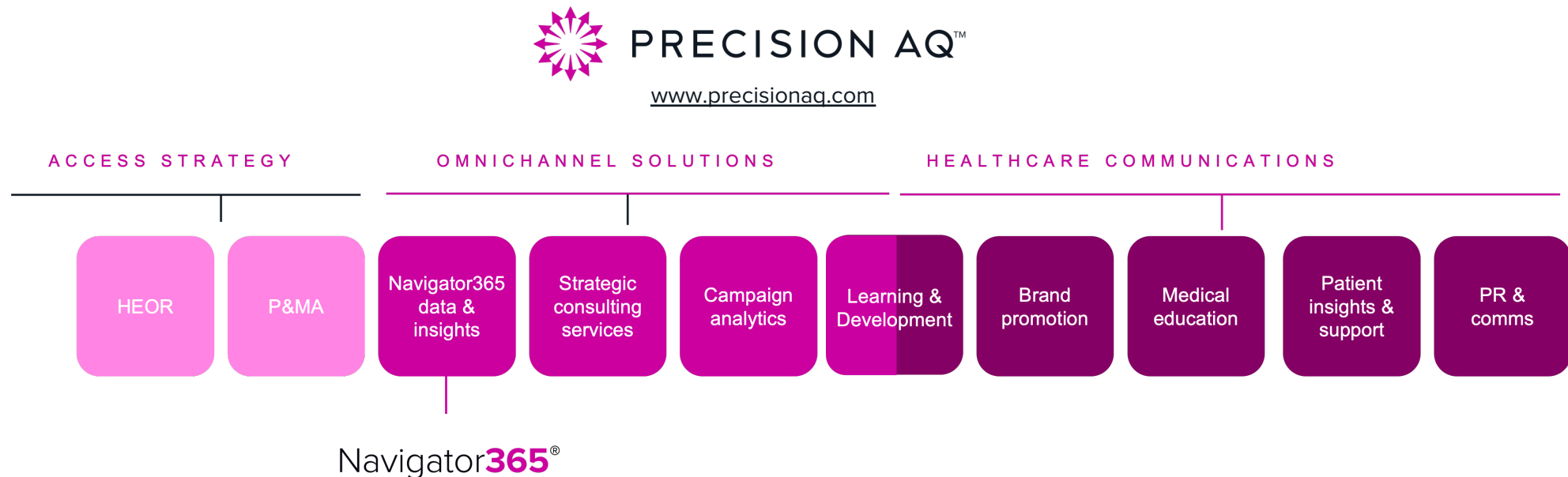We would love to know your opinion!

About us

Across Health, along with the entire Precision Value & Health team (of which we have been a part since February 2021), is now unified under one name: **Precision AQ**. This new brand marks a pivotal moment as it **unites Across Health with all other Precision teams under one cohesive identity**.

Having joined forces with over 1,200 life-science experts, advisors and creatives across 100+ diverse fields, we continue to partner with our clients to deliver evidence-based omnichannel engagement strategies while empowering access to life-changing medicine for all.

PRECISION AQ™

www.precisionaq.com

ACCESS STRATEGY | OMNICHANNEL SOLUTIONS | HEALTHCARE COMMUNICATIONS

| HEOR | P&MA | Navigator365 data & insights | Strategic consulting services | Campaign analytics | Learning & Development | Brand promotion | Medical education | Patient insights & support | PR & comms |

Navigator**365**®

Co-create your own transformative journey with the support of our expert guidance and Navigator365™ data insights

OC CAMPAIGN FORMULATION

Omnichannel Health Check

Omnichannel campaign formulation

Omnichannel (pre-) launch excellence

Omnichannel campaign optimization

OC CAMPAIGN ANALYTICS

Measurement feasibility analysis & implementation

Impact dashboards

OC CAPABILITY DEVELOPMENT

Landscape analysis insights

Campaign strategy & tactics skills

Omnitiopia™ multiplayer game

Our omnichannel solutions offering

Insight

- Understand & validate
  - Brand strategic imperatives
  - Treatment flow, leverage points
  - Customer/stakeholder segmentation
- Channel/content/media insights
- Benchmarking
- Company digital maturity & resources

FRAMEWORKS & SERVICES

- Maturity assessment (Maturometer™)

Innovation strategy

- Customer journey definition
- Channel/content/context/media selection and prioritization
- Campaign strategy & programme planning
- Business case calculation
- KPI framework development
- Workshops & capability building

- Omnichannel Health Check
- Omnichannel campaign formulation
- Omnichannel launch excellence

Intelligent execution

- Programme management, coaching & change management
- Content creation management
- Opt-in strategy
- Campaign orchestration & automation

- Omnichannel campaign implementation & optimisation

Impact

- Real-time 360° dashboard solutions
- Tracking of engagement KPIs
- Predictive analytics
- Pre/per/post KPI & ROI analysis
- Continuous recommendations for optimization

- KPI strategy
- Impact dashboards

We are...
omnichannel enthusiasts
industry experts
digital strategists
data analysts
trusted advisors

We offer...
end-to-end and cross-functional omnichannel
consulting, products and upskilling –
built on a robust evidence base –
to boost your customer engagement

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

PRODUCTS

Navigator365™   REIMAGINE CUSTOMER ENGAGEMENT

Navigator365™ Cx Benchmark → Navigator365™ Core → Navigator365™ Planner → Navigator365™ Matrix

Omnitopia™

SERVICES

PRODUCTS

Talk to us about how our strategic consulting services – fuelled by the latest HCP and industry insights pulled from our **Navigator365™** and **Maturometer™** research – can help accelerate your journey towards delivering an unparalleled omnichannel customer experience.

PRECISION AQ™