

Do you know if your brand is delivering an optimal customer experience and how it compares to your key competitors for **KEY customer engagement drivers?**

Navigator365 Benchmark helps brand teams to understand where they truly stand versus the competition, and where to act next for improving customer experience, loyalty and business impact.

Navigator365 Benchmark reveals:

- ✓ How your Omnichannel (commercial and medical) and CX performance compare against competition
- ✓ Which strategic channel and content prioritisations to take to boost customer experience, brand loyalty (NPS) and business impact relative to competitor activity
- ✓ How the impact of your actions evolves over time

The most comprehensive competitive benchmarking research covering 30 different channels.

Measure your position versus the competition and prioritise key actions

Customer-centric KPIs

- ✓ Share-of-voice (SOV) performance for key commercial and medical channels
- ✓ Brand net promoter score (NPS) plus product and CX drivers
- ✓ Brand digital content satisfaction (commercial and medical)
- ✓ Brand customer experience (CX) plus drivers
- ✓ Brand patient centricity

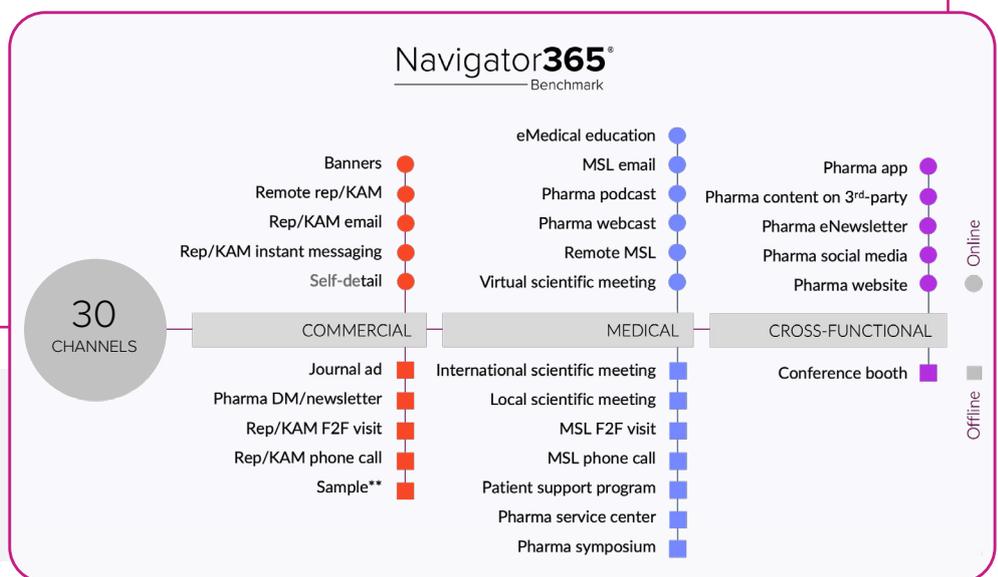
Brand omnichannel competitiveness

- ✓ Brand-level Omnichannel leadership indices (commercial)
- ✓ Brand-level Omnichannel leadership indices (medical)

Engagement performance metrics

- ✓ Channel affinity & performance
- ✓ Content affinity & performance
- ✓ Brand-level engagement frequency

Our cloud-based interface allows access to a wide variety of competitive analysis “right at your fingertips”!



A uniquely actionable wealth of omnichannel benchmarking insights

Navigator365 Benchmark measurements are



Comprehensive

Channel + content 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

Evidence-based prioritisation of channels and content. Multiple measurement points over time to track progress



Operational

Optional **Benchmark Activation Lab** to identify gaps and define action plan

Navigator365 BENCHMARK TRACKER monitors key customer engagement KPIs over time for the same panel of HCPs to measure the effect of your strategic prioritisations.

Key KPIs include: Detailed SOV analysis for 15 channels (commercial, medical and P2P) / OC and Cx performance + drivers / Frequency analysis / Content attributes performance and NPS



NEW: Extend your Navigator365 Benchmark Baseline assessment with **Navigator365 BENCHMARK TRACKER**

Monitor the performance of your strategic prioritisations over time

Get in contact

Book an **exploratory call** with one of our omnichannel experts and learn how **Navigator365 Benchmark** can help you improve your brand's omnichannel customer experience versus your direct competitors.



Scan the QR code to learn more or email us at precisionaq.intl@precisionaq.com

Navigator**365**[®] Reimagine customer engagement with *Precision* insights