

Navigator365™ Cx Benchmark

To know where you're going, you need to know where you stand

How does your brand's impact on physicians compare with the competition?

Navigator365™ Cx Benchmark allows you to compare your brand to key competitors at the channel, functional (medical, commercial, cross-functional), and overall level.



- ✓ How physicians rate your brand's overall omnichannel engagement (OCE) quality vs your competitors
- ✓ Which strategic channel and content decisions to take to boost customer experience and business impact
- ✓ Which content attributes you should prioritise

Measure your position versus the competition and prioritize key actions

Customer-centric KPIs

- ✓ Brand share of voice (SOV)
- ✓ Brand net promoter score (NPS), plus drivers
- ✓ Brand digital satisfaction
- ✓ Brand customer experience (Cx), plus drivers

Brand omnichannel competitiveness

- ✓ Brand-level Omnichannel Excellence index (commercial)
- ✓ Brand-level Omnichannel Excellence index (medical)

Engagement performance metrics

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



A uniquely actionable wealth of omnichannel benchmarking insights

Navigator365™ Cx Benchmark measurements are



Comprehensive

Channel + 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 between channels

Includes complimentary access to the Navigator365™ **Planner** companion tool

- ✓ **Cx Benchmark:** See how your CX performs vs. competition
- ✓ **Planner:** Plan mix, frequency and messages – and track – to close the gap



NEW: TRACKING NOW INCLUDED

See where your planned campaign is vs. reality

More than 80 biopharma companies use Navigator365™ for OCE insights, planning and tracking.

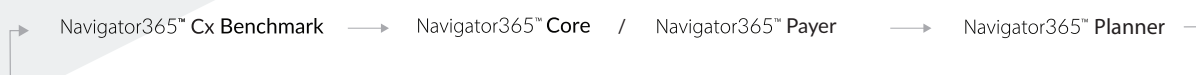
Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and learn how **Navigator365™ Cx Benchmark** can help you improve your brand's omnichannel customer experience vs your direct competitors.



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

Navigator**365**™ REIMAGINE CUSTOMER ENGAGEMENT



Omnitopia™



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