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Secrets of Our Voice of Customer Strategy:

From One Survey to a Global Program

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Father of two, dog owner, CX believer

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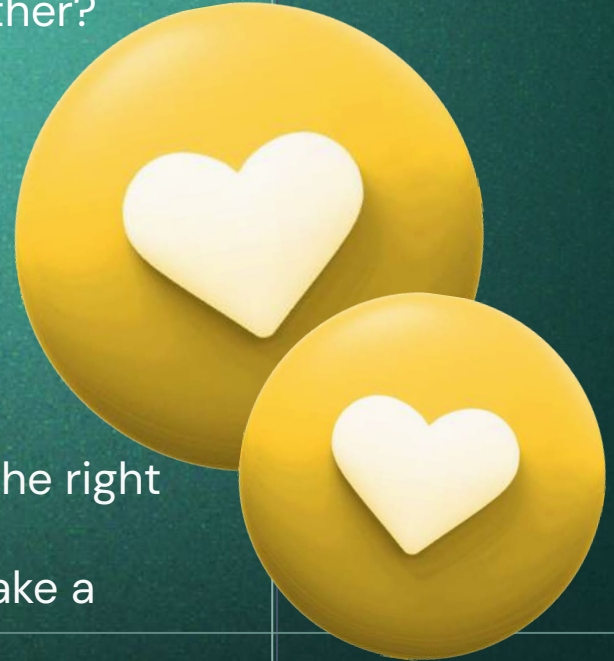
Mind the Gap!
From Behaviors to Value

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Feedback loops

Customer Engagement

Delivery

Are we reaching the right customers?

Attention

Are we capturing interest?

Awareness quality

Are we encouraging participation?

Customer value

Are we delivering something meaningful?

Customer response

Are we triggering the right reactions?

Behavioral outcome

Are we guiding the desired behaviours?

Business value

Are we contributing to measurable impact?

Linking CX to Business

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Customer Experience + Engagement Metrics

- **CSAT** — Post-interaction satisfaction
- **NPS** — Overall customer loyalty
- **CES** — Effort score for task completion
- **CTR, CPC, CTA**
- **Engagement Rate**
- **Response and Completion Rate**
- **Opt-ins, Open Rate, Action Rate, Unsub Rate**
- **Customer Sentiment**
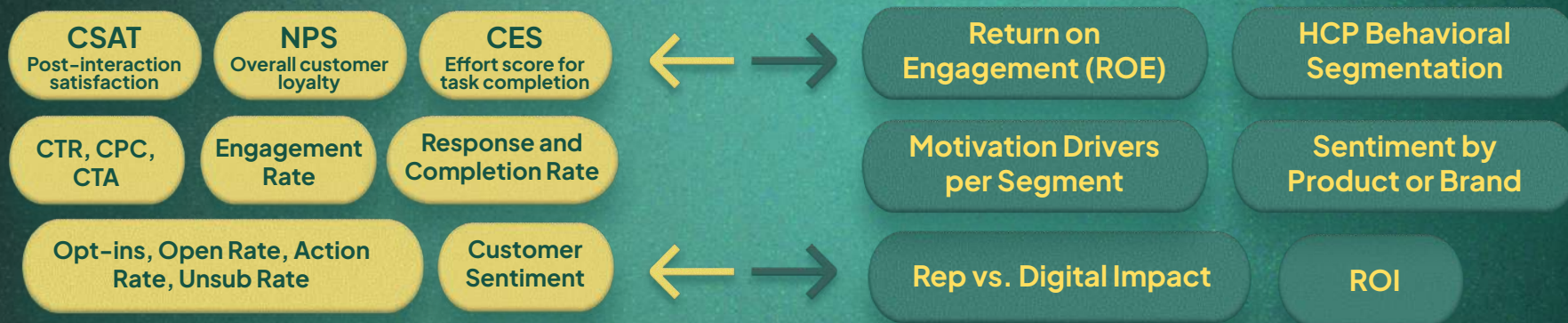
Customer Experience + Engagement Metrics

CX-Driven Business Intelligence

- **Return on Engagement (ROE)**
- **HCP Behavioral Segmentation**
- **Motivation Drivers per Segment**
- **Sentiment by Product or Brand**
- **Rep vs. Digital Impact**
- **ROI**

CX-Driven Business Intelligence

HCPs are ready to be heard

65% of the physicians would at least under certain circumstances appreciate regular feedback opportunities.

Roadmap: Scaling VoC in 23 Countries

2023

Q1 Initial rollout, 5 pilot markets

Q2 Early adoption:
Test SFMC and Veeva

Q3 First learnings:
Iterate pilot experience

Q4 Enable responses tagging, i.e. campaign, product
Data and dashboards integration

Q1 Scaling to more markets +
Activate feedback at every
touchpoint

Q2 Enable CSAT in F2F visits, Events,
Webinars, Chatbots

Q3 Web–plugin expansion ➜ Capture
feedback on the websites

Q4 Initiate experimentation and
improve UX continuously

2024 Drive change management

➔ Veeva
➔ SFMC
➔ Website

➔ HCPs

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2022

70+ ▲65
users

60+ ▲50
surveys

700+ ▲580
feedbacks

5 countries

Poland

Czech
Republic

Switzerland

Portugal

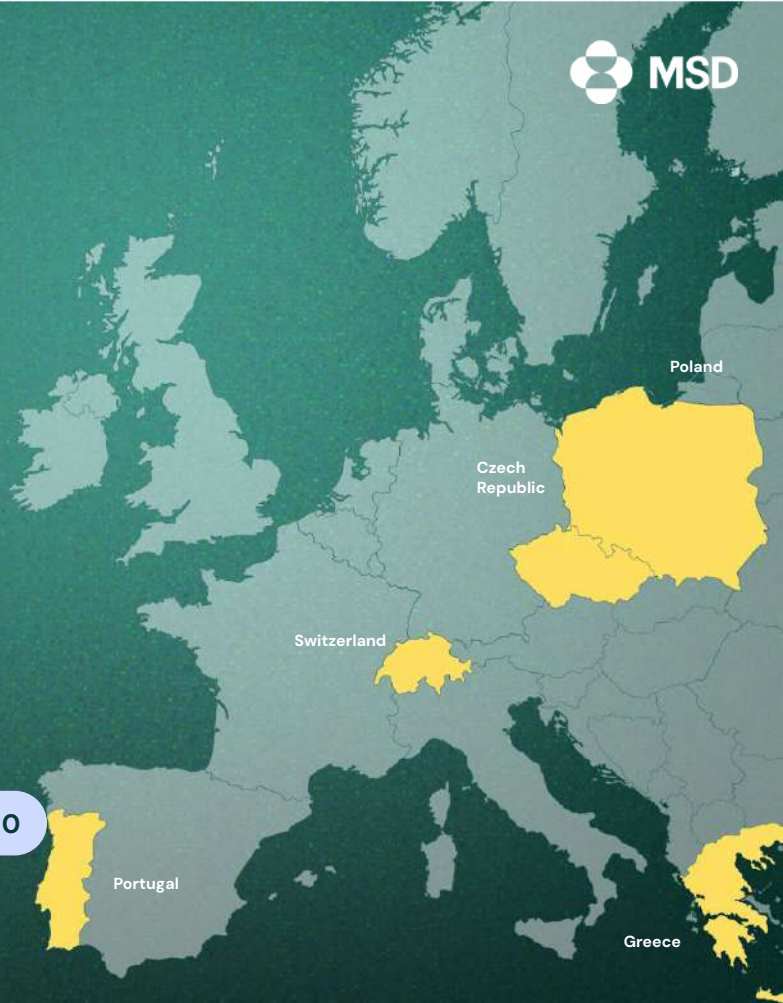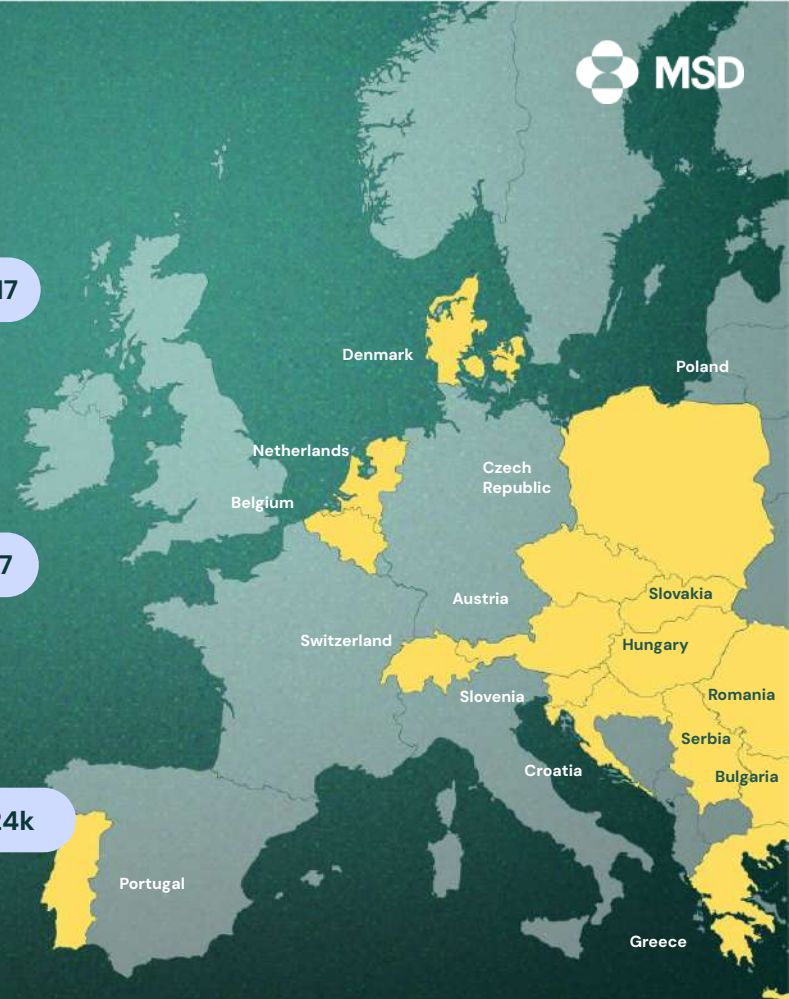Greece

The figures presented are rounded and approximate, intended solely to illustrate
directional trends. They do not represent exact or publicly disclosed data.

Channel Expansion

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2021

2022

2023

2024

Expanding our survey delivery bandwidth exponentially — faster, broader, bolder!

Veeva Approved Email

SFMC Marketing Email

Website

Events

F2F

Calls

Social Media

Printed Materials

Webcast

Chat

2025+

AI VoC Automation + Insights

Closing the Loop
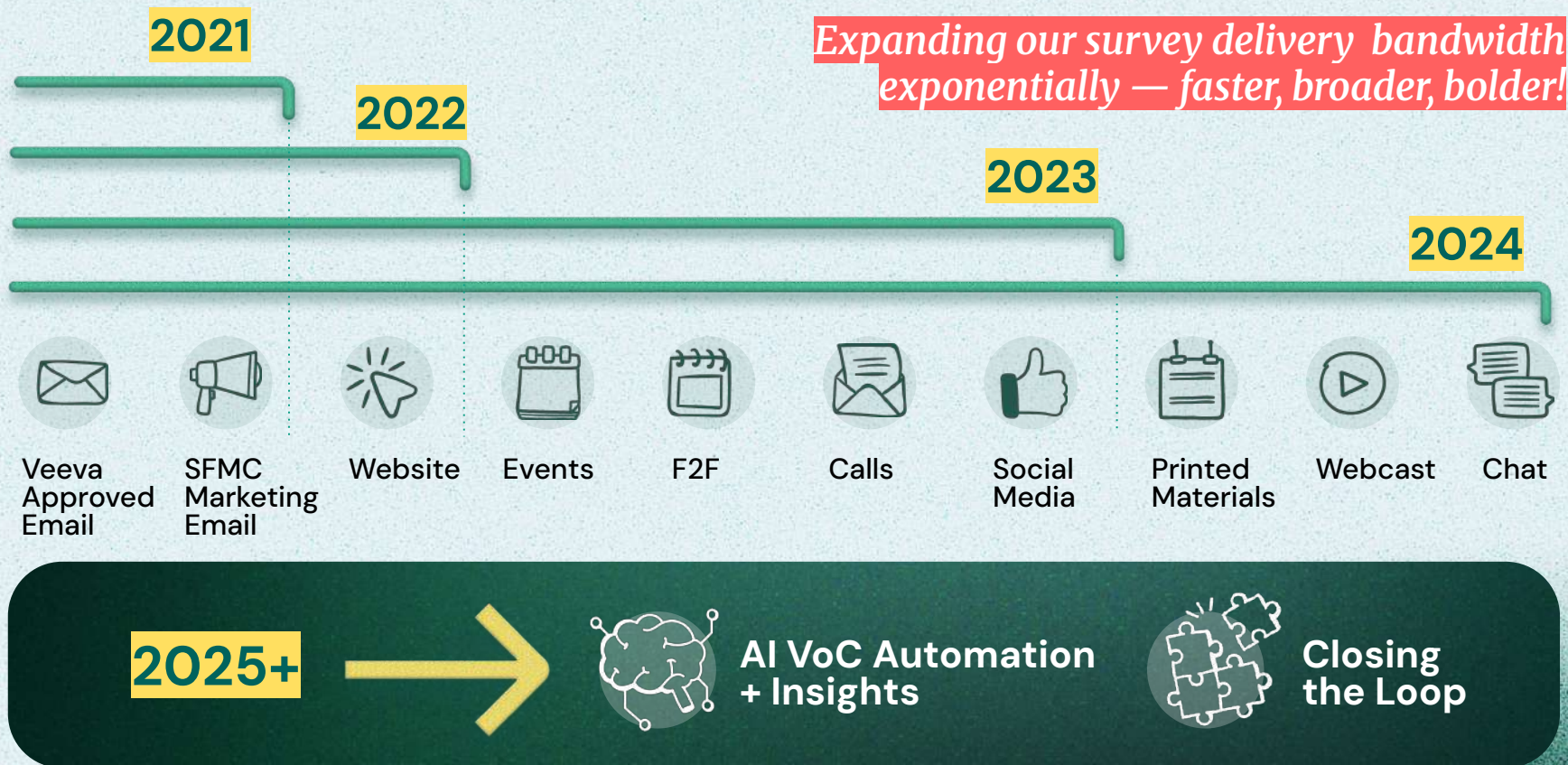
Start Small

One Survey
One Channel
One Market

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#1 #2 #3 #4 #5

Drive change management

#1 #2 #3 #4 #5

VoC Platform
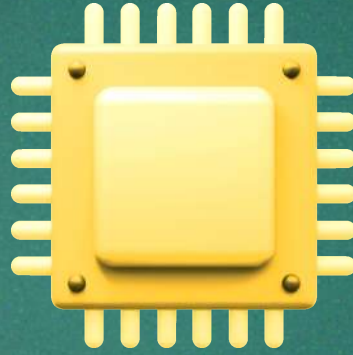
That fit our infrastructure

#1 #2 #3 #4 #5

🔲 **Structure Data** from the start

#1 #2 #3 #4 #5

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Top 3 Cases
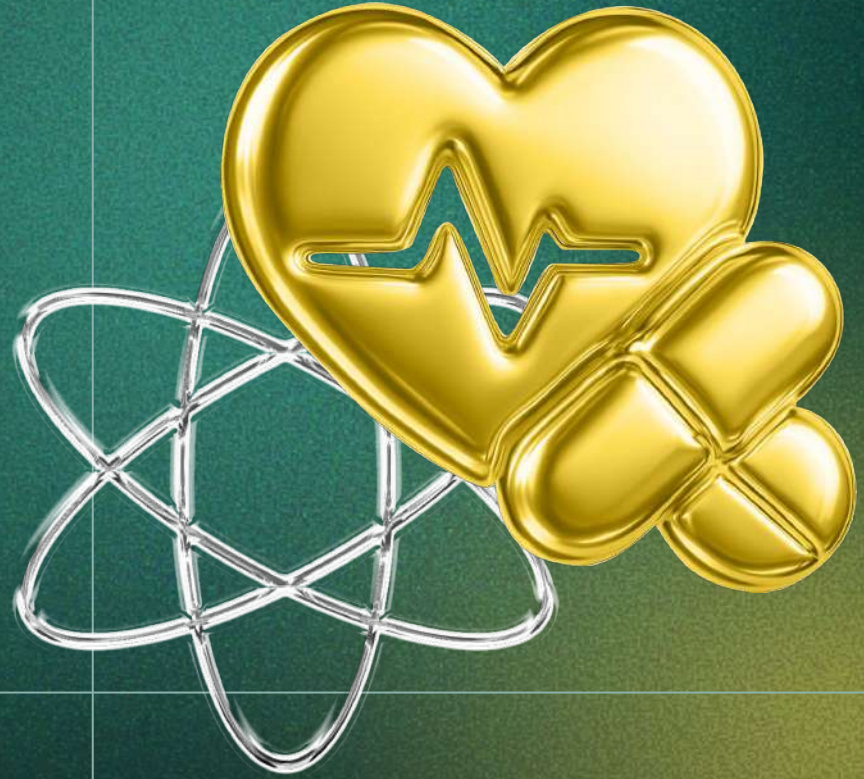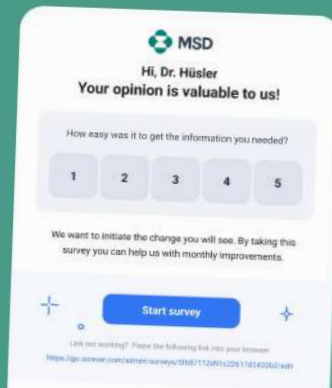
Switzerland: Listening Across the Journey

2 **Across the Website**

Always-on NPS in the website footer to understand overall satisfaction and loyalty

3 **After Purchase**

CSAT triggered post-transaction to assess the delivery and order experience

1 **After Registration**
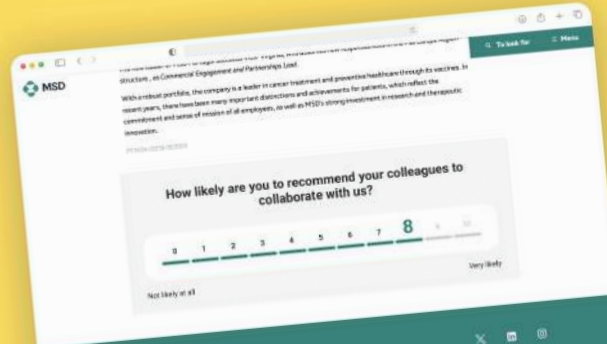
CES survey via email to capture onboarding experience

Poland: Feedback After Every Webcast

CSAT sustained across multiple webcasts

Topic-level insights help tailor future content

Feedback supports speaker selection and format improvements

Simple **post-event surveys** offer continuous learning signals

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Portugal: Feedback Across Channels + Power BI Integration
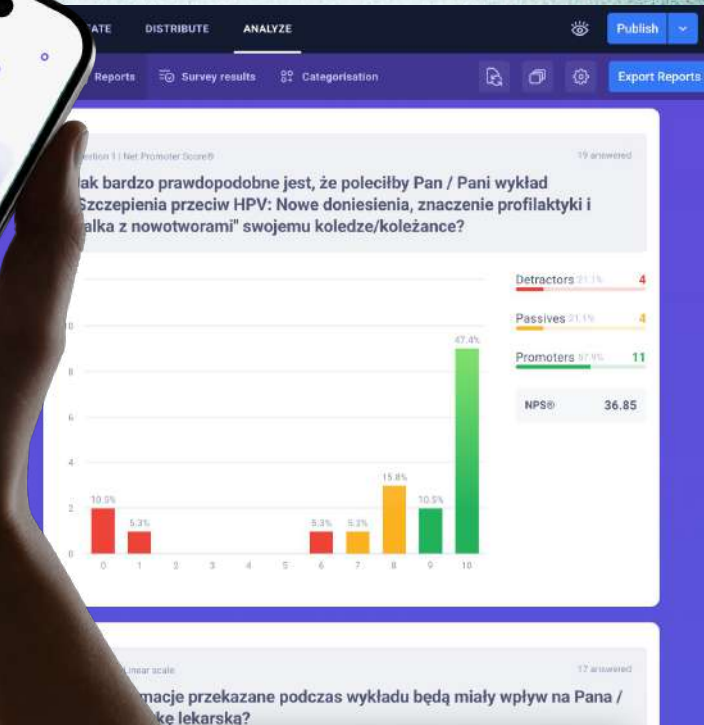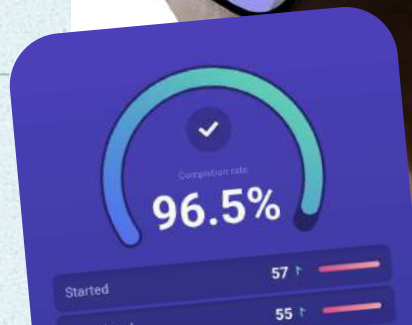

Distribute your survey by targets
Split your target audience by separate custom links.

NAME	CUSTOM FIELD	TAG
SFMC CSAT	+ Add custom field	+ Add tags
AEs CSAT		
Eventos		
QR code		
Wordpress		
QR code C		
Wordpress		
Wordpress		
Wordpress		

Salesforce (SFMC)

Veeva CLM & AEs

Website footers (WordPress)

Event QR codes & printed links

Automated collection of over **10'000+ CSAT responses** using a single-question format distributed via:

CSAT

CREATE   DISTRIBUTE   ANALYSE

Live data   Insights   Reports   Survey results

All time   This month   This week   Custom date range

Replies
● this week   ● previous week

5 October
Started   92
Completed   80
Dropped   12
Completion rate 87%

CSAT with satisfaction levels

7%
7%
7%
76%
avg. 4.3
Good
21%
78%

1098
+78

1098

What's next?

AI & What's Next

Sentiment & Signal Detection
Spot tone, concerns, and unmet needs from open-t[ext] feedback.

Close the Loop
Auto-flag feedback needing action and send it to the right teams.
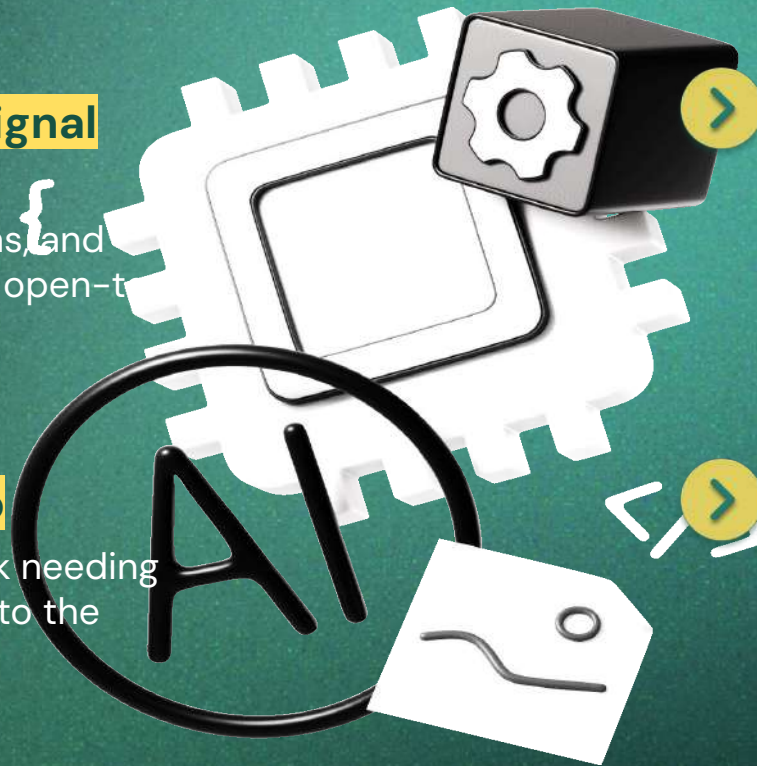
Cross-Market Insights
Cluster similar feedback across brands or countries to spot patterns.

Insight-to-Action Summaries
Turn raw feedback into clear, visual insights to drive CX and brand decisions.

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Thank you!