

Pharma CX Benchmarks: How to Win?

Introduction and Agenda

1. Current Landscape of CX in Pharma
2. Leveraging CX Benchmarking
3. Expanding Benchmarking with Deep HCP Insights
4. Q&A and Interactive Discussion
5. Conclusion and Key Takeaways



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Current Landscape of CX in Pharma



The Foundations of Measuring Experience in Pharma

Industry specific challenges

- regulatory constraints
- evolving HCP expectations
- increasing demands for personalized interactions

Critical tools for evaluating CX



CSAT: Did we meet their expectations during this interaction?



NPS: Would they recommend us?



CES: Was the experience effortless and smooth?

Why We Measure



Measurement is the first step toward actionable insight.



What it enables:

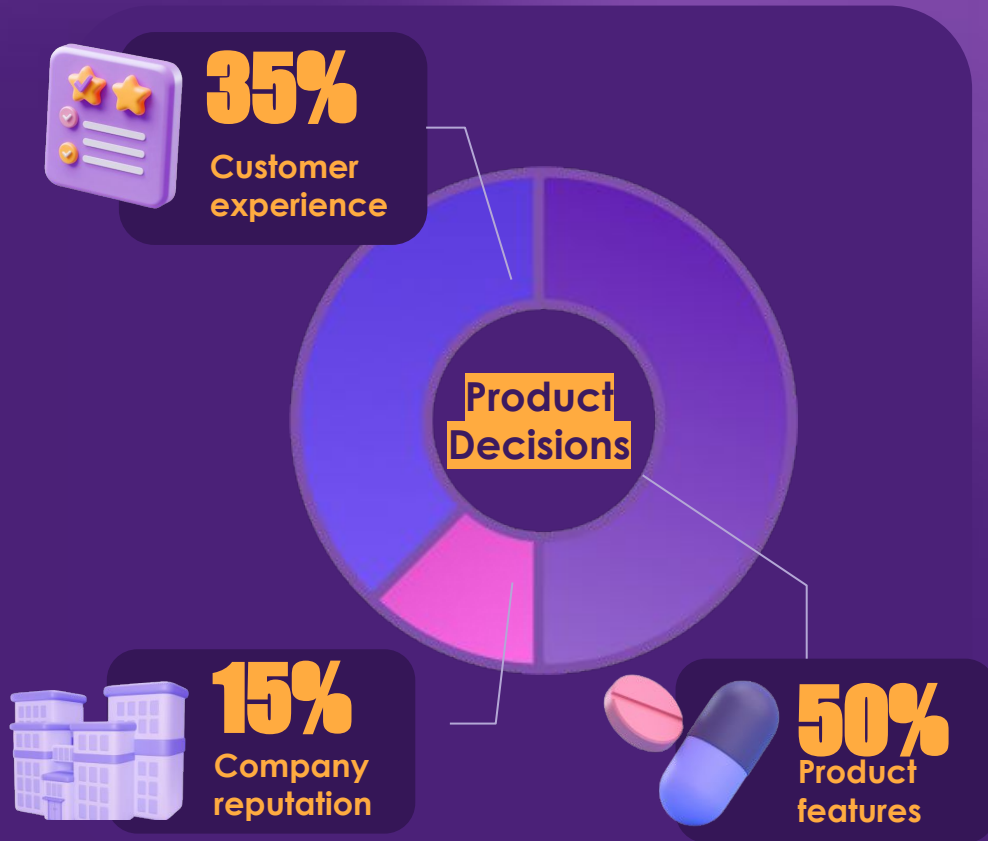
- A clearer understanding of customer needs and preferences
- More effective omnichannel strategies
- Stronger customer loyalty and improved KPIs
- Ultimately, better alignment with HCP workflows and patient care

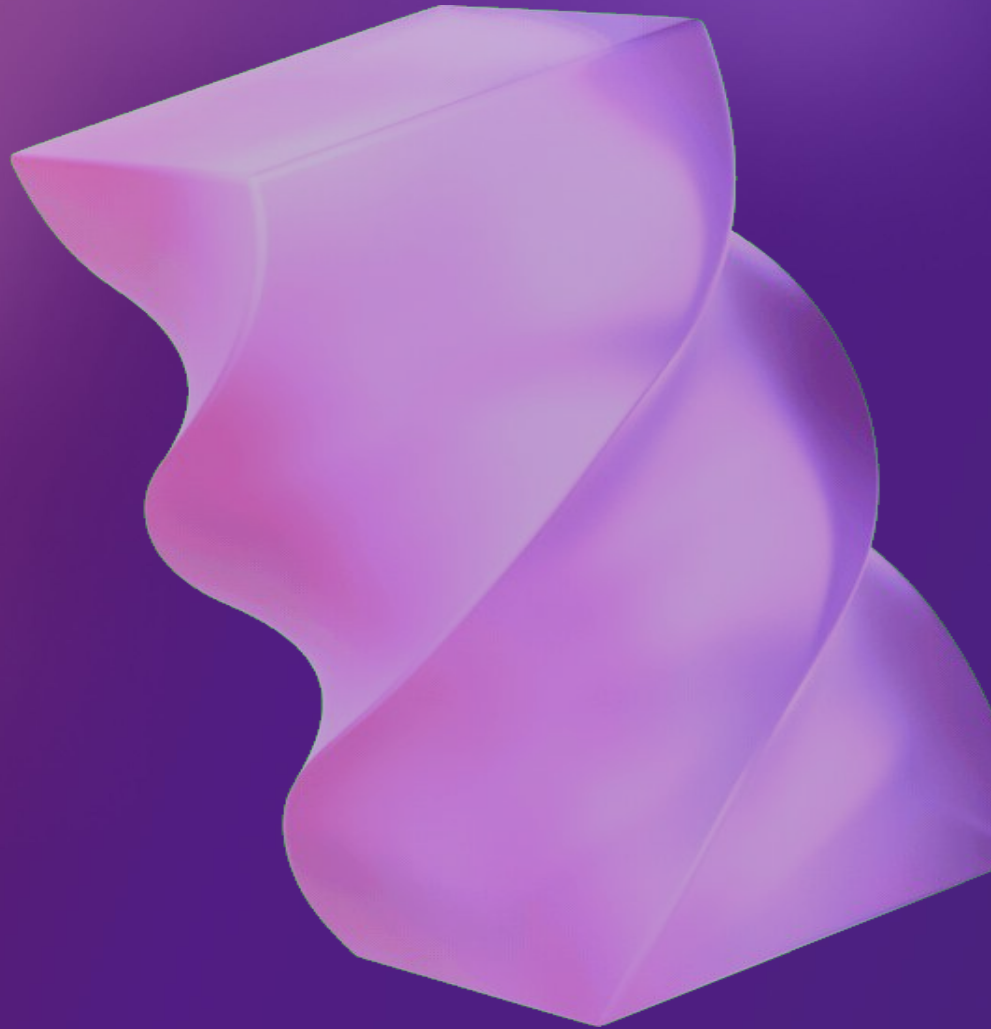


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Why CX Metrics Matter...because experience drives behaviour





Leveraging CX Benchmarking



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Why Pharma Needs Benchmarking & Not Just Internal Scores

Internal Scores Show Progress. Benchmarks Show Position.



Internal metrics track improvement,
but not competitiveness



Benchmarking tells you if you're leading - **or just improving in isolation**



To outperform the market,
you have to measure against it

Why Benchmarking CX in Pharma Isn't So Simple

→ **Data gaps:**

There's no shared standard - CX data is often siloed and proprietary, limiting visibility across the industry.

→ **Channel complexity:**

CX scores vary significantly between touchpoints (e.g., email, rep visits, portals), making apples-to-apples comparisons difficult.

→ **Therapeutic differences:**

Each business unit has its own HCP expectations - what's good CX in oncology may not translate to vaccines or primary care.

→ **Local market nuances:**

Regional variations in culture, systems, and access mean that satisfaction drivers aren't universal. Benchmarks must be localized.



Our Research Approach

Two Data Sources. One Clear Goal: Understand HCPs

Primary Data Collection

- Surveys, interviews, focus groups
- Directly capture HCP and patient perceptions in real-time
- Essential for uncovering unmet needs and emotional drivers

Secondary Data Analysis

- Industry reports, published research
- Adds context: market trends, competitive landscape, healthcare system pressures
- Cost-efficient and broadens perspective








Proprietary Screver Data

Based on Screver data, pharmaceutical industry CSAT benchmarks typically range between 60% and 85%.

Top-performing pharmaceutical companies in highly competitive therapeutic areas consistently achieve scores above 80%.

CSAT in Oncology TA

Company	Email (%)	Event Webcast (%)	Event F2F (%)	Call F2F (%)	Website HCP (%)
 MSD	82% (1-F)	88% (1-F)	98% (1-F)	88% (1-F)	90% (1-F)
AstraZeneca 	88% (4)	92% (4)	98% (1)	90% (0)	87% (4)
 Bristol Myers Squibb	78% (3)	80% (3)	82% (0)	81% (2)	81% (2)
 Pfizer	83% (2)	91% (1)	87% (2)	83% (2)	92% (0)
 Roche	80% (2)	84% (2)	91% (2)	83% (2)	84% (0)



This is how CX becomes a performance tool - not just a report.

Cross-Validate. Complement. Complete.

Primary CX research reveals
real-time perception and
unmet needs

Secondary data adds context
– market trends, regulatory
pressure, and competitor
moves

Together, they offer a
**360° view of HCP
experience**



A Way to Build CX Benchmarking System

Establishing strong methods and acting on insights it's how pharma builds CX projects.

Consistent CX measurement across HCP touchpoints is the baseline for any meaningful benchmarking.



Establish localized quantitative benchmarks



Build a robust, scalable CX benchmarking project



Collect qualitative insights and benchmarks

Expanding Benchmarking with Qualitative Research Insights



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Quant explains
what's happening.

Qualitative explains
why.



The Power of Listening to HCPs:

The Richness of Qualitative Data

- Qual insights uncover **real, human feedback** behind the data.
- They help **identify friction points, unmet needs and emotional reactions.**
- These are the insights that **make CX efforts actually resonate.**

"I rarely open pharma emails - they feel generic."

"Webinars work better for me if there's an interactive case discussion."



When to Use Qual in Pharma CX:

When Qualitative Research Adds the Most Value

/ **Underperformance?** → Understand why engagement is low

/ **New campaigns/
tools?** → Validate ideas before investment

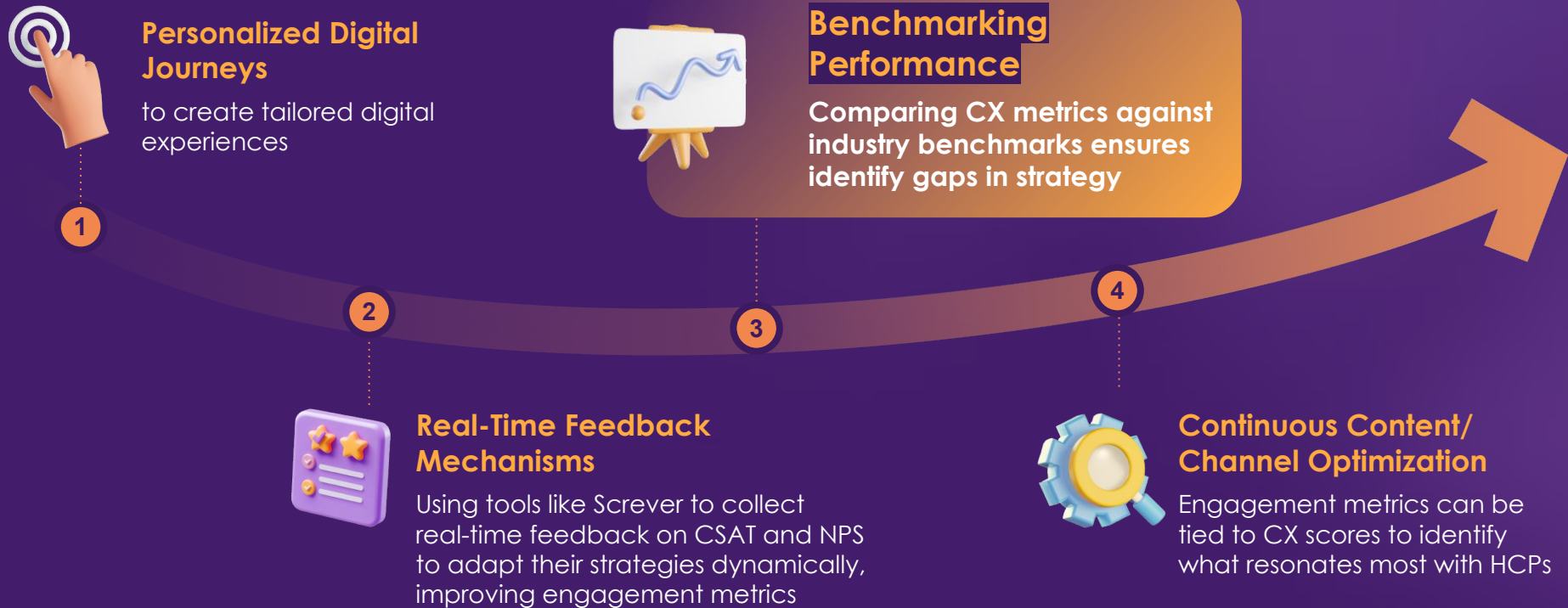
/ **Journey mapping?** → Reveal emotional touchpoints

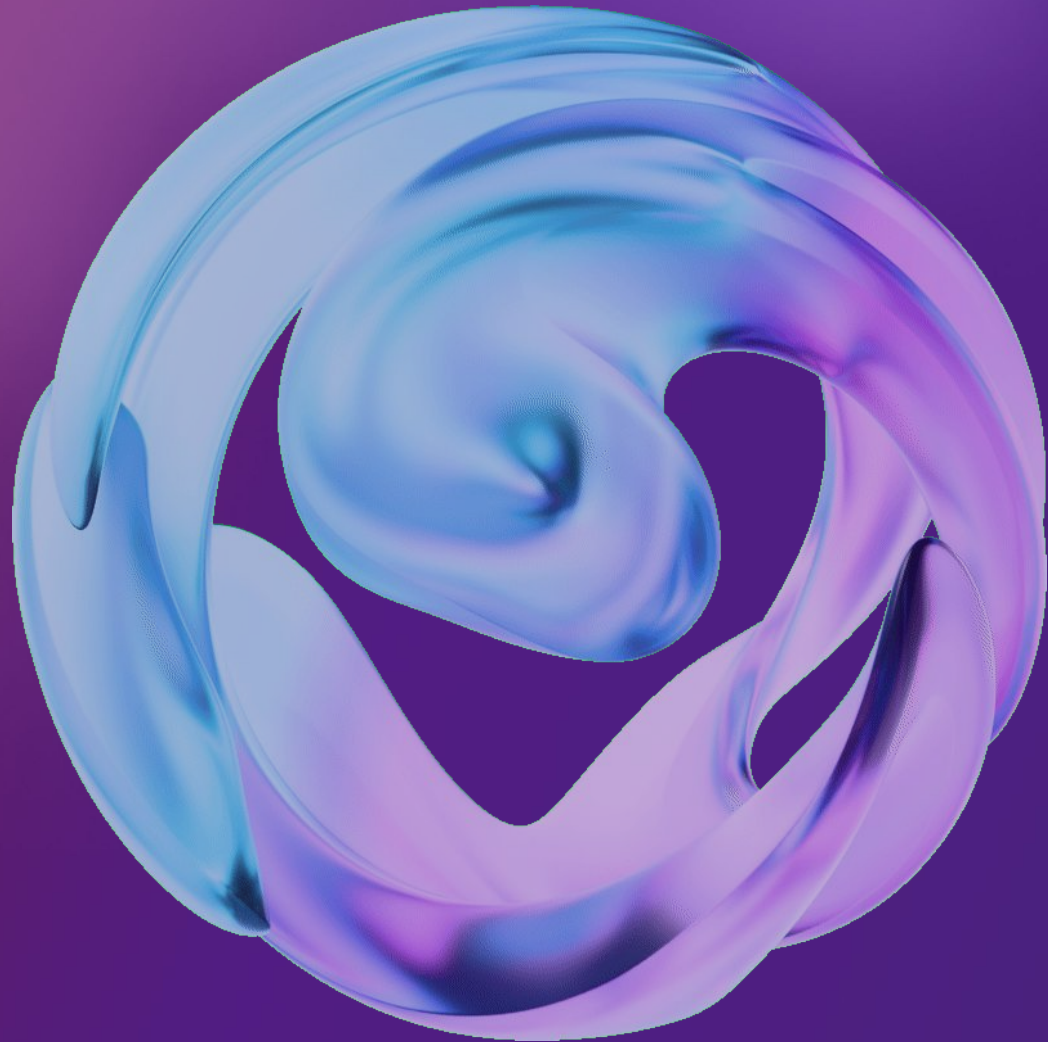
/ **After quant insights?** → Add meaning and direction to metrics



Strategies to Leverage CX Metrics for Better Engagement

Key approaches to optimizing CX





Q&A and Interactive Discussion

Conclusion and Key Takeaways



Let's Build Better CX Together

How we can Support you:

Proprietary Screver Data

- Tap into real-time HCP feedback across touchpoints - CSAT, NPS, and channel performance
- Receive customized CX reports tailored to your therapeutic area
- Gain access to competitor benchmarks where available, for sharper strategic positioning

/01

Trends & Competitive Intelligence

- Stay ahead of the curve with insights on global pharma CX and omnichannel trends
- We scan open sources and monitor industry shifts for you

/02

Tailor-Made Research & Field Studies

- Need deeper customized insight? We conduct custom surveys and HCP interviews
- Get actionable intelligence aligned to your brand, market, and product stage

/03



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**Let's use data not just to perform
better, but to care better**