

Comprehensive Guide

INSIGHTS ON MASTERING OMNICHANNEL STRATEGY

and CX in Pharma

based on interview with:

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Pharma marketing involves a labyrinth of challenges due to intricate product offerings and stringent regulations. Customers - whether HCCs, patients, or other stakeholders - are increasingly expecting and demanding cohesive experiences across touchpoints, so pharma businesses must evolve into a more holistic, customer-centric model. A key element of success in the pharmaceutical industry is omnichannel marketing, which helps to build customer trust and credibility.

In this guide, we aim to delve deep into the world of CX and its indispensable role in orchestrating effective omnichannel marketing in pharma. In addition, we'll provide you with actionable insights to create customer-centric engagements.

1. What is omnichannel in pharma?

In pharma, omnichannel means integrating different communication and sales channels for a seamless customer experience.

Every touchpoint, from web pages to emails to face-to-face interactions, is connected through this strategy, which transcends traditional silos. The difference between omnichannel and multichannel marketing is that omnichannel ensures that channels communicate with each other. As a result, healthcare professionals and patients can have smoother transitions and a more personalized experience.

Customer-centricity is becoming a cornerstone of omnichannel marketing in the pharma industry due to the rapid digital transformation. At every point in the customer's journey, it aims to ensure consistency, personalization, and relevance, leading to enhanced relationships^{1,2}.

Here are some quick comparisons:

	Multichannel marketing	Omnichannel marketing
Approach	Brands use many channels to engage customers, but each channel operates independently.	All channels are digitally interconnected, providing a consistent and convenient customer experience.
Focus	Brand-centric, focuses on getting the brand message across multiple platforms.	Brand-centric, focuses on getting the brand message across multiple platforms.
Integration	Each channel has its own strategy; they don't communicate with each other.	All channels are fully integrated into one unified strategy.

1. Omnichannel marketing in Pharma. [online] Weareamnet. Available at: <https://www.weareamnet.com/blog/omnichannel-marketing-in-pharma/>.

2. The Ultimate Guide to Omnichannel for Pharma. [online] Anthill. Available at: <https://www.anthillagency.com/omnichannel-pharma-guide>.

By providing a unified, personalized customer experience across all these touchpoints, an effective omnichannel strategy can help life sciences companies achieve long-term success. As a result, marketing efforts become more effective and customer satisfaction increases.

2. What is CX (Customer Experience)?

Customer Experience (CX) is the overall impression of your brand after interacting with your business throughout the buyer's journey. All touchpoints are part of CX, including marketing, sales, and customer service. It impacts a customer's decision to return. In the context of the pharmaceutical industry, it encompasses every touchpoint that healthcare professionals, patients, and other stakeholders have with a pharma brand - from webinars, emails, and website interactions to product experiences and direct communications.

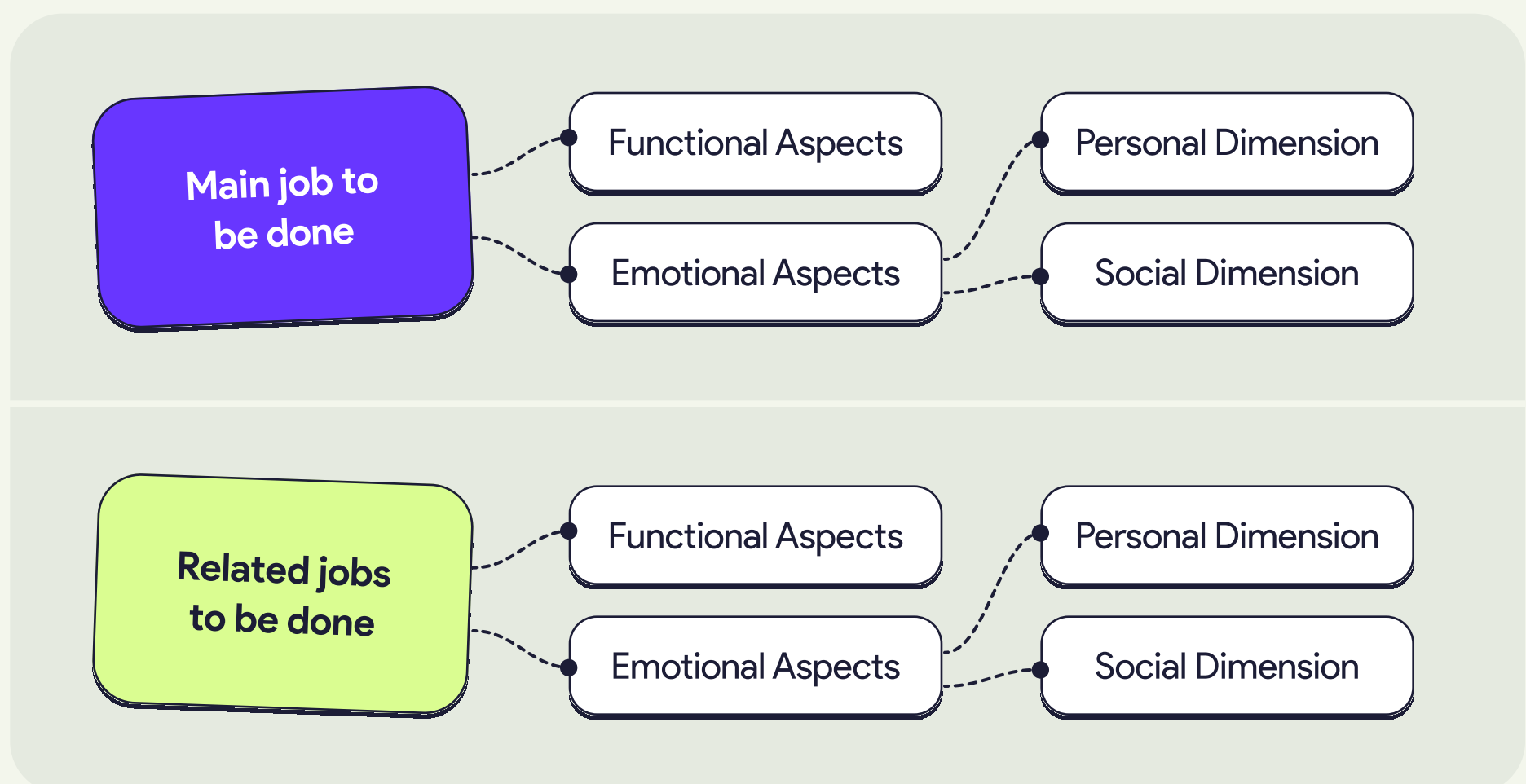
With the increasing demand for personalized experiences, pharma companies are now placing a stronger emphasis on gathering feedback loops, both positive and negative, to understand and enhance the overall **Customer Satisfaction Score (CSAT)** and **Net Promoter Score (NPS)**. CSAT measures customers' satisfaction with a company's products. NPS is a metric used in customer experience programs. It measures customer loyalty to a company. These metrics provide invaluable insights, allowing companies to translate them into tangible business value. Getting each interaction right is key to creating long-term loyalty, not just meeting expectations.

CX is the impression a customer has of a brand based on ALL interactions before, during and after a purchase. Good CX creates a positive and memorable experience that fosters loyalty and advocacy.

How to "know" you customer

The goal is to create a personalized and impactful experience by digging deep into the needs, preferences, and behavior patterns of each customer. A focus of this section will be on the nuances of truly knowing your customer and adapting your strategy to ensure each engagement is relevant, personalized, and drives value for both customer and brand. When you understand your customer, you can build lasting relationships and facilitate authentic interactions.

How to solve Jobs-to-be-Done of your customers and give them faster horses?



Example - The Milkshake

3. Customer journey planning

Understanding the customer journey is fundamental to engaging customers at the right time in the pharma industry.

Customer journey maps are the backbone of any omnichannel strategy. In this map, healthcare professionals (HCPs), patients, and other stakeholders are shown in the process of engaging with pharmaceutical brands, from initial awareness through sustained engagement.



eDetailing

Rep or MSL-Engagement



Approved email

Follow-up providing links to online information



Brand website

Additional topic information + webinar sign up



Webinar

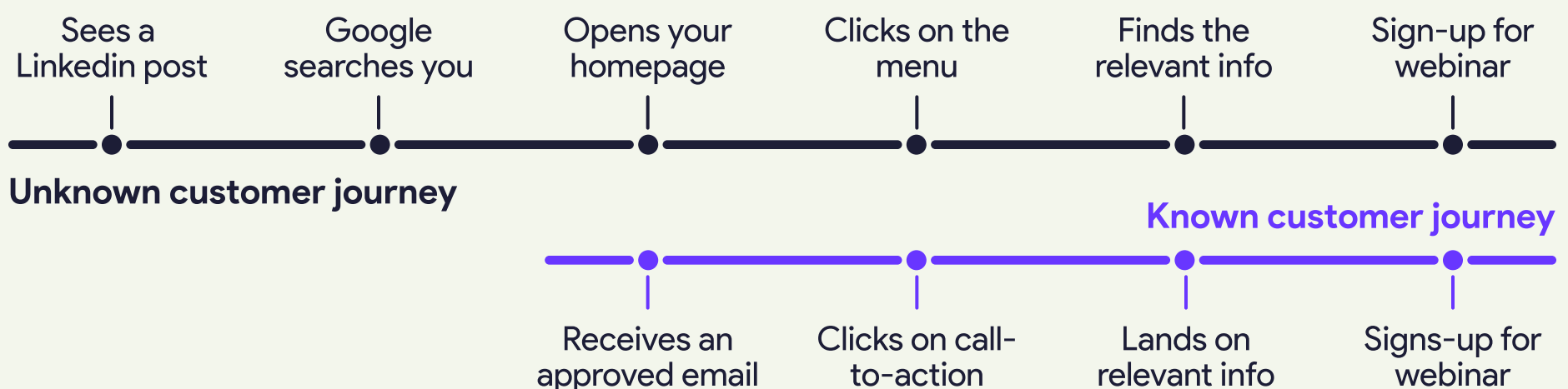
KOL discussion on the topic

When planning the customer journey in pharma:

- 1. Start with the customer:** Always keep HCPs and patients' needs and preferences central. Different stakeholders have varying needs and preferred communication channels. Tailor your strategy to cater to these specific preferences.
- 2. Determine touchpoints:** Identify the various touchpoints - be it digital, face-to-face, where your stakeholders might engage with your brand. Each touchpoint presents an opportunity to provide value.
- 3. Ensure seamless transitions:** Stakeholders should be able to seamlessly move from one touchpoint to another. For instance, if a patient begins their journey on a website, they should be able to transition to a chatbot or customer service line without hitches.
- 4. Continuously refine:** The pharma landscape, along with customer needs, is always evolving. Regularly review and update the customer journey map to ensure it remains relevant and effective.

Leveraging a well-crafted customer journey map helps pharma companies anticipate stakeholders' needs, leading to enhanced engagement and stronger brand relationships.

Example of advanced customer journeys



4. Benefits of omnichannel engagement

The benefits of adopting an omnichannel marketing strategy in pharma extend well beyond traditional marketing tactics. It provides a seamless, integrated experience regardless of the channel or platform used by healthcare professionals (HCPs) and patients. This not only fosters a sense of consistency but also bolsters trust in the brand, as messages are harmonized across all touchpoints.

HCP engagement:

Omnichannel marketing provides an experience rather than just repeating content across channels. Content evolves as HCPs progress. This keeps people interested in learning more. A well-designed customer journey increases relevance and, therefore, its value, if it reflects specific profiles.

Customer understanding:

The goal of omnichannel marketing is to provide a single view of the customer across all channels. When an HCP engages, their actions tell you something about their interests, knowledge levels, and preferences. Through more tailored customer journeys, you can refine your efforts in a virtuous circle of continuous improvement.

Efficiency:

Healthcare professionals are required to search for, sort, and find information by themselves if they use multichannel 'siloed' content. This work requires a high level of motivation. Most of the time, it won't happen, and much content goes unused. This is why curating an experience for HCPs is more effective. Providing easy access to your content will help it get seen and have an impact, providing a return on investment.

Effectiveness:

It is possible to achieve your marketing objectives through omnichannel marketing. Information cannot just be put out there and hoped for the best. Instead, you provide the right content, to the right person, in the right order. This process can be achieved with omnichannel.

Customer-centricity:

Engaging customers is a top priority for many pharmaceutical companies. Making this happen is easy with omnichannel customer journeys. This is a revolutionary technology, yet it can be implemented in an evolutionary fashion - starting with simple customer journeys that use existing content. By improving data and familiarizing yourself with the customer, you will be able to increase sophistication with targeted communications.

Relevancy:

Communication through omnichannel is more targeted. You can match marketing flows to customer profiles to design customer journeys. It also benefits HCPs who expect more personalized content.

Engagement

Deliver a better experience by connecting channels & content

Customer understanding

Track HCP interactions to improve marketing and services

Efficiency

Make better use of content by directly providing to HCPs

Customer-centricity

Build communications around customer needs

Relevancy

Create tailored customer journeys for specific profiles

Effectiveness

Deliver the right message to the right person in the right way

Benefits of omnichannel marketing in pharma

5. AI's role in pharma omnichannel strategy

AI can revolutionize healthcare omnichannel marketing. HCP preferences can be tailored through channels and content. AI can identify optimal touchpoint sequences for customer journeys.

By analyzing your messaging and channels, AI can recommend the perfect blend that resonates with your audience.

Here are some potential touchpoint sequences:



An in-person meeting discussing matters of survey security and privacy on safety, followed by an email explaining the mode of action, followed by a remote detail about efficacy



A webinar on efficacy, a remote detail on anonymity settings, and a video that reinforces the efficacy message



Emails approved for privacy and content security on safety, webinars on safety, in-person meetings Face-to-face meetings to explain the analysis and effectiveness of the respective campaign

Companies seeking to personalize their HCP interactions can benefit from AI-powered customer journeys. Omnichannel customer journey orchestration tools are rapidly becoming indispensable. In pharma omnichannel, data analytics is only the tip of the iceberg. Content pipelines can be optimized.

The public's introduction to generative AI in 2023, marked by OpenAI's unveiling of ChatGPT, was a beacon for pharma marketers. Today, numerous healthcare enterprises are keenly tapping into AI within their operational framework, drawn by its capacity to expedite content creation. This acceleration is paramount in pharma omnichannel, especially given the increasing demand for tailored HCP experiences and the associated content volume.

Content generation is made easier by AI for pharma omnichannel. Text is no longer enough; AI can now create images and videos. There is a transformative potential.

AI + video in pharma: transforming customer engagement:



Interactive Real-Time Responses: AI and video are moving towards offering personalized, real-time interactions for patients and doctors.



Video for Clarity: Videos present complex medical information in an engaging, easy-to-understand format.



AI-Driven Engagement: Tools like ViiHealth show how AI improves interactions with HCPs and patients, improving engagement and productivity.



Personalization through AI: AI's growing role in video production allows customization based on customer preferences, making content more relevant and impactful.



Strengthening Relationships: AI-driven video content can deepen the connection between pharmaceutical companies and HCPs, providing valuable information quickly.



Content Repurposing: AI allows the repurposing of content across various formats, maximizing the reach and impact of educational materials.



Dynamic Video Experiences: Moving beyond traditional video formats to interactive, personalized experiences.



AI Video Avatars: These avatars deliver personalized medical information efficiently, transforming how healthcare professionals access pharmaceutical information.



Feedback Loop Integration: Incorporating feedback mechanisms like QR codes in AI-driven videos helps gather direct insights, enhancing communication strategies.

The CX Perspective:

Empathy and Understanding:

Video helps pharma companies empathize with their audience, delivering human-centric content.

Data-Driven Personalization:

AI analyzes customer data for highly personalized video content, increasing communication effectiveness.

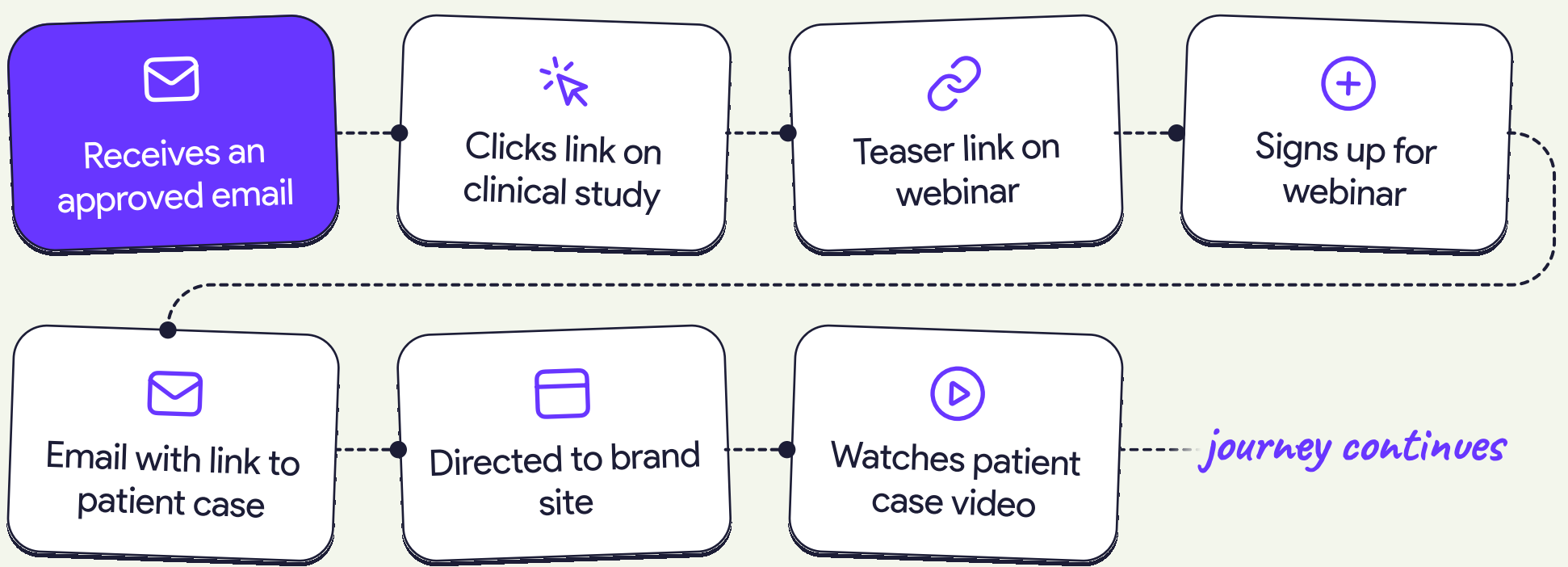
Efficiency and Accessibility:

AI-driven video production makes valuable information more accessible and timely.

1. *AI + Video in Pharma: The Future of Customer Engagement*

AI is impressive, but it has its flaws. There's a risk of AI producing inaccurate content. Healthcare, where unwavering accuracy is mandated, cannot tolerate such anomalies, often called hallucinations or confabulations.

6. Challenges of implementing omnichannel marketing in pharma



Omnichannel elevates customer experience but brings challenges in data management, channel integration, and resource allocation.

Disconnected channels

When channels operate in isolation, gauging the effectiveness of each, especially in relation to the others, becomes a daunting task. This lack of clarity hinders refining marketing strategies and optimizing budgets.

Content creation at scale

The heart of omnichannel is personalized content. But producing this tailored content in vast quantities, especially while ensuring quality and compliance, is no mean feat.

Changing customer behavior

With digital adoption on the rise, understanding and staying ahead of the evolving behaviors of healthcare professionals and patients is imperative yet challenging.

Complex stakeholder landscape

The pharmaceutical sector caters to a varied audience, from doctors and healthcare professionals to patients and caregivers. Crafting and delivering messages that resonate with each segment, while ensuring consistency across channels, requires intricate strategizing.

Technological compatibility

Integrating new digital tools with existing systems, often legacy ones, poses technical challenges. Seamless data flow, essential for omnichannel success, can be hampered by these integration issues.

Budget allocation

Without clear insights into which channels are most effective and which strategies resonate best, determining how to allocate marketing budgets optimally becomes a puzzle.

While these challenges might seem formidable, they are not insurmountable. With a clear vision, strategic planning, and a commitment to understanding and catering to the end-users' needs, pharma companies can harness the true potential of omnichannel marketing, turning challenges into milestones on the path to success.

7. Measuring Customer Value: The role of NPS and CSAT in Pharma

Understanding and assessing the value of customer experience (CX) is pivotal for any industry, and pharma is no exception. One of the most definitive ways to gauge this value is through key performance indicators such as the Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT).

NPS

NPS provides insight into the loyalty of a company's customer relationships. It answers the crucial question: How likely is a customer to recommend your product or service to others? In the realm of pharma, where trust is paramount, a high NPS can signal strong confidence in a drug or medical device, as well as satisfaction with the associated support and services.


CSAT

On the other hand, CSAT focuses on immediate satisfaction, diving into specific touchpoints or transactions. For instance, after an interaction with a sales representative or a digital service encounter, how satisfied was the healthcare professional or patient? In the pharma context, this can reveal insights about the efficacy of communication strategies, the clarity of drug information provided, or even the ease of use of digital health platforms.

Both NPS and CSAT are indispensable tools. While NPS offers a macro perspective, highlighting overarching sentiments and long-term loyalty, CSAT zooms in, spotlighting areas of immediate concern or delight. For pharma companies venturing deeper into the omnichannel space, these metrics serve as compasses, directing strategies towards enhanced HCP and patient experiences. They underscore the notion that in the end, it's not just about medications or treatments, but the holistic experience that surrounds them.

CSAT

Customer Satisfaction Score

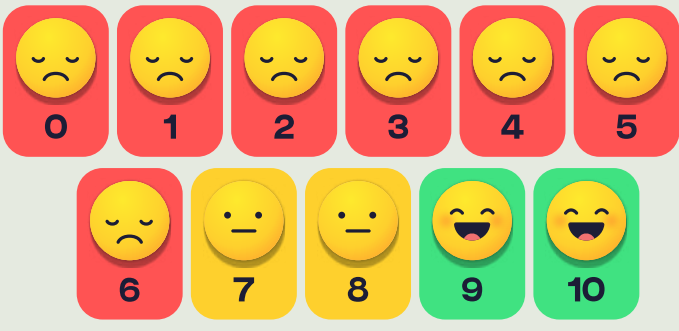


Measure how satisfied a customer is with specific area of your business

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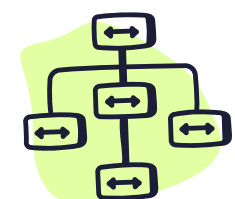
NPS

Net Promoter Score



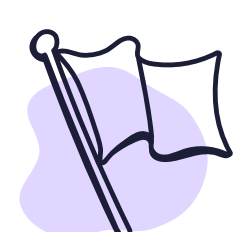
Measure how satisfied a customer is with specific area of your business

8. How CX platforms could support pharma companies



Interaction Roadmap

The world of pharma is complex, with strict rules, fast-changing tech, and a growing need for personalized experiences. CX platforms are key tools that help pharma businesses navigate these challenges and improve how they connect with their audience.



Multi-Country Setup

Screver stands out in this space because of its deep experience working with top pharma companies. The platform offers features that do more than just collect data. It helps businesses make sense of this data, guiding them to make better decisions and create more effective strategies.

Benefits of Collaborating with Screver CX Platform:

Deep pharma insight

With a history of working closely with leading pharmaceutical companies, Screver has gained a nuanced understanding of the industry's challenges and opportunities. This expertise is embedded in the platform, ensuring the solutions provided are tailored for the pharma sector.

Data-driven decisions

Screver doesn't just collect data; it transforms it into actionable insights. This empowers companies to make informed decisions based on real feedback and trends.

Enhanced customer understanding

The platform offers features that segment and analyze customer interactions, helping pharma companies understand their audience's needs and preferences more deeply.

Regulatory compliance

Navigating the regulatory landscape in pharma can be challenging. Screver's solutions are designed with these regulations in mind, ensuring that companies can engage with their customers effectively while remaining compliant.

Scalability

As your company grows, Screver grows with you. The platform is built to adapt and scale according to your needs, ensuring consistent performance regardless of company size.

Integrated approach

Screver provides an all-in-one solution, integrating various aspects of customer experience management. This holistic approach ensures a seamless experience for both the company and its customers.

Screver launched 300+ CX and creative HCP / HCC engagement campaigns, and it offers:

Complete Pharma-Tailored Feedback Management Platform

- The most beautiful and enjoyable surveys and quizzes in the world can be created in just 1 minute with our user-friendly interface.
- **Multi-Channel Insights:** Capture and analyse insights either per channel or holistically across multiple channels.
- **Feedback Throughout the Customer Journey.**
- **Pharmacovigilance Alerts:** Automated alert emails for critical pharmacovigilance issues identified in text responses.
- **Quick Localisation with Automated Translations** to 25+ languages.
- **Custom Survey Templates** that align with the branding and aesthetic of your company.
- **Seamless Integration** with popular platforms like Veeva, Salesforce Marketing Cloud (SFMC), WordPress, Tableau, Qlik etc.
- NPS, CSAT and CES Metrics Implementation.

Advanced Data Analysis and Insights

- **CSAT/NPS Dashboards and Reports** that consolidate data from multiple surveys across various customer segments.
- **Deep Analytics** across multiple customer segments, channels and products.
- **AI-Driven Data Analysis:** Benefit from AI-powered analysis and recommendations, including open text and sentiment analysis, to understand trends and patterns across.



Feedback Logic and Personalisation:

- **Smart Question Logic:** Questions personalisation based on previous answers.
- **NPS and CSAT Tailored Follow-Ups**

Interactive Quizzes for Awareness Campaigns

- Engage the audience to boost awareness about the products and services.

Consultancy Services

Conclusion:

Navigating the ever-evolving landscape of the pharmaceutical industry requires a keen understanding of both your product and your customers. A successful omnichannel strategy, underpinned by a solid understanding of customer experience (CX), is the way forward:

- **Omnichannel approach:** It's more than just being on multiple platforms; it's about creating a seamless and consistent experience across all touchpoints.
- **Customer experience (CX):** Understand your customers, their journeys, and the challenges they face to provide truly valuable interactions.
- **Innovative AI applications:** Utilize AI to tailor and personalize HCP / HCC experiences, creating more relevant and engaging content.
- **Challenges to overcome:** Recognize the obstacles in implementing omnichannel marketing in pharma, from siloed information to regulatory constraints.
- **CX platforms as catalysts:** Platforms like Screver play a pivotal role, turning data into actionable insights, ensuring regulatory compliance, and understanding the unique nuances of the pharma world.

Harnessing the power of CX and integrating it with an effective omnichannel approach is the key to creating meaningful and lasting connections with your audience. Ready to elevate your pharma company's customer engagement strategy?

**Would you like to learn
more about the CX
program by Screver?**

[Book a demo today](#)