

Customer Engagement: Benchmarking Pharma Companies

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Abstracts

Customer engagement is generating a positive buzz across the pharmaceutical industry and that's proving to be a welcome change. Drug manufacturers are making excellent progress as they move away from the brand focus of old and develop new customer-focused engagement strategies. What have the front-runners achieved so far and how have they tackled this new challenge? Customer Engagement: Benchmarking Leading Pharma Companies provides an inspirational look at 7 leading players and offers insight into their success as well as practical ideas about how it can be replicated.

Benchmarking

Benchmark Companies

Novartis

Merck & Co.

GlaxoSmithKline

Bayer

Lundbeck

Teva

LEO Pharma

Customer Engagement Benchmark Topics

Internal structure and functions

Strategies and innovations for customer engagement

Data collection, analysis, and use

Challenges and solutions

Future trends

Reasons to buy this report

Building positive customer relationships is all about engaging, interacting and evolving – and many key players are enjoying putting the human element back into business. But it's not all hearts and flowers: the pharmaceutical industry still has to tackle its somewhat tarnished reputation and build trust. The idea that customer engagement is not only a commercial strategy but could also prove to be a wider force for good is gaining traction. Greater transparency, high quality targeted interactions, and a willingness to deal with publicly expressed concerns head-on all show pharma in a more positive light. That's a valuable additional benefit from customer engagement activity, even if it wasn't part of the master plan.

This report will enable you to:

Find out what leading players such as Novartis, Merck, GlaxoSmithKline, Bayer and Teva are doing to advance their customer engagement agenda.

Assess the changing roles, responsibilities and internal structures required to deliver successful engagement with HCPs, payers and patients.

Understand how best to address data collection, analysis and usage – and translate a growing body of stakeholder information into useful customer engagement tactics and strategies.

Discover the 10 key success factors that all the case study companies included in this report have in common.

Formulate new ideas on digital strategies, managing positive and negative social media interaction, and provide more streamlined omnichannel experiences.

Know the companies to watch and the future trends to look out for when evolving your customer engagement programme.

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Customer segmentation for efficient customer engagement strategies

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Internal structure and functions

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About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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