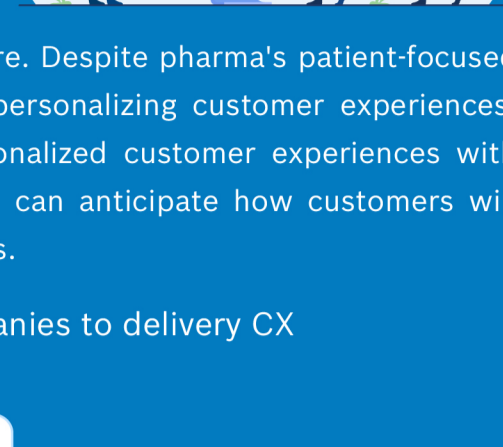


Pharma CX: The Rising Need for a Customer-Centric Digital Transformation



The Pharmaceutical World has a CX Problem. This Could Prove Costly.

Customer experience is one of the key levers of business value across industries today. But pharma companies are yet to fully leverage CX technologies to deliver a consistent, seamless and reliable customer experience. This could prove costly in the long run.



The pharma industry is facing tremendous change and pressure. Despite pharma's patient-focused societal value, the industry has a long way to go towards personalizing customer experiences. Pharma companies must harness their data to deliver personalized customer experiences with predictive analytics and artificial intelligence technology that can anticipate how customers will respond to new product launches or changes in pricing policies.

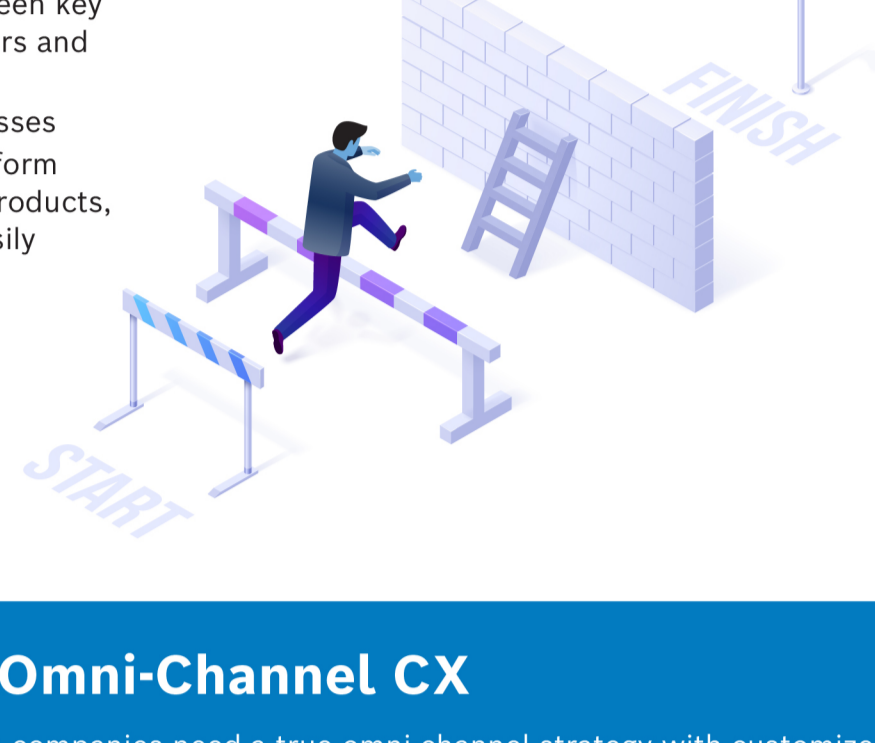
The way forward lies in technologies which enable companies to delivery CX which increases:



The Challenges That Hinder CX in Pharma

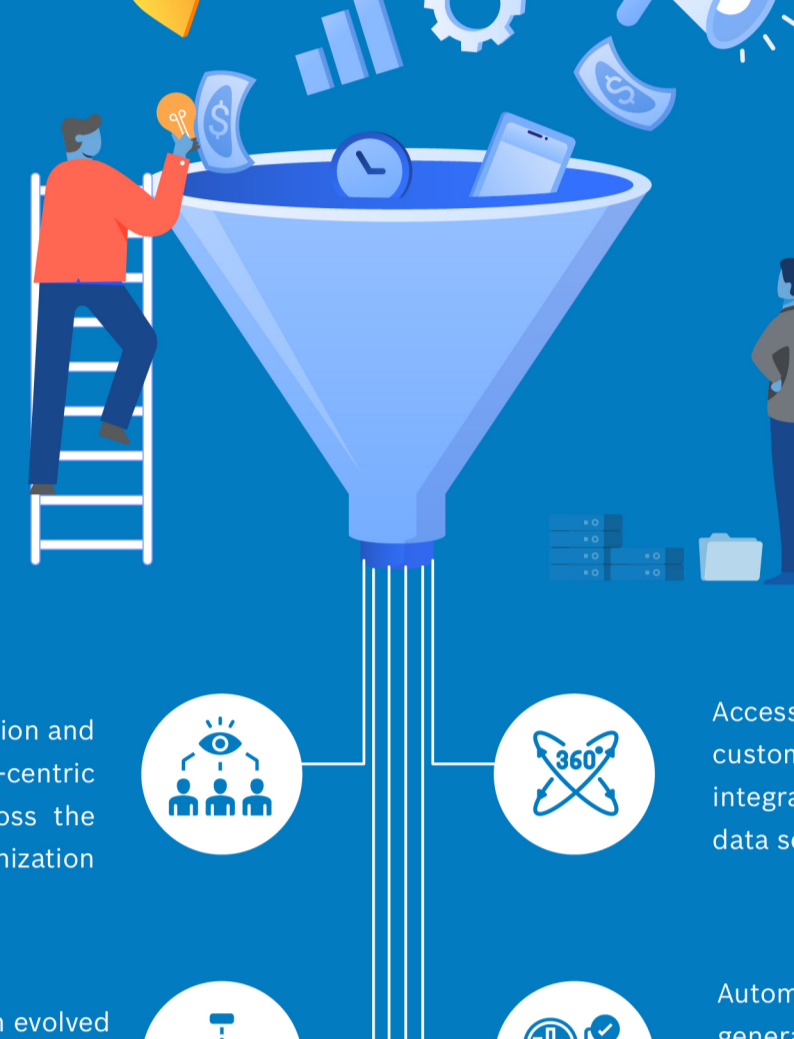
Several challenges hamper the delivery of a seamless customer experience in the pharma world. The lack of technologies to create streamlined communication channels can result in:

- Information asymmetry between key stakeholders such as suppliers and customers
- Cumbersome ordering processes
- Unavailability of a single platform where customers can view products, order them, and interact easily
- Inventory wastage
- Expiry of medicines due to a demand-supply gap



The Solution for Omni-Channel CX

In the post-covid world, pharma companies need a true omni-channel strategy with customized, customer-centric CX. These are some solutions for effective omnichannel CX:



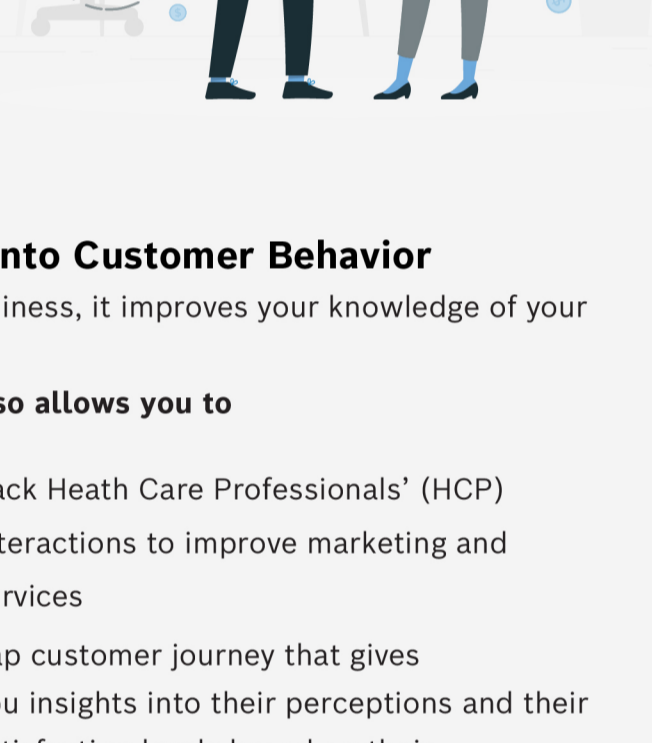
- Setting up a clear vision and definition of customer-centric engagement across the organization
- Preparing an evolved omnichannel customer engagement model
- Aligning technology investments to strategic priorities and use cases for effective omnichannel engagement
- Access to 360-degree customer data and integration of disparate data sets
- Automation of analytics to generate the customer insights that can drive marketing and sales decisions
- Establishing organizational structures, RACI and competencies fit for omnichannel execution

Changing Pharma to a Customer-Centered Business Delivers Myriad Benefits

Pharma is no longer only about the efficacy, safety, or superiority of a new drug or a medical device. It is about customer experience, especially after COVID-19. Let's see some of the benefits of shifting to a customer-centered business:

Increases Engagement And Reach

- Customer engagement is more than twice as likely with the firm providing excellent CX than with ones that provide poor CX.
- Increase in customers' willingness to save information about a product or service as a result of positive interactions with the company
- Positive interactions double the sharing of information with friends or colleagues
- Increase in follow-up requests with positive interactions

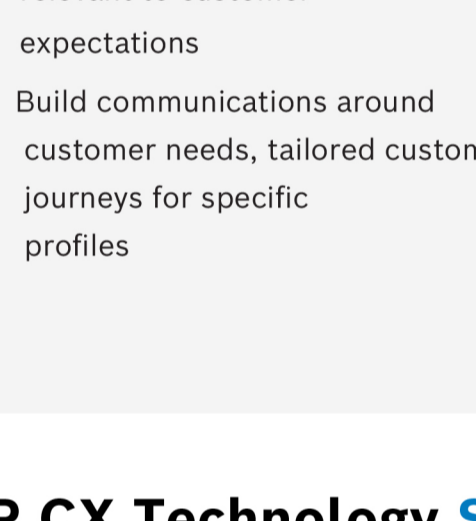


Empowers You With Better Insights Into Customer Behavior

When you make the customer center of your business, it improves your knowledge of your customers.

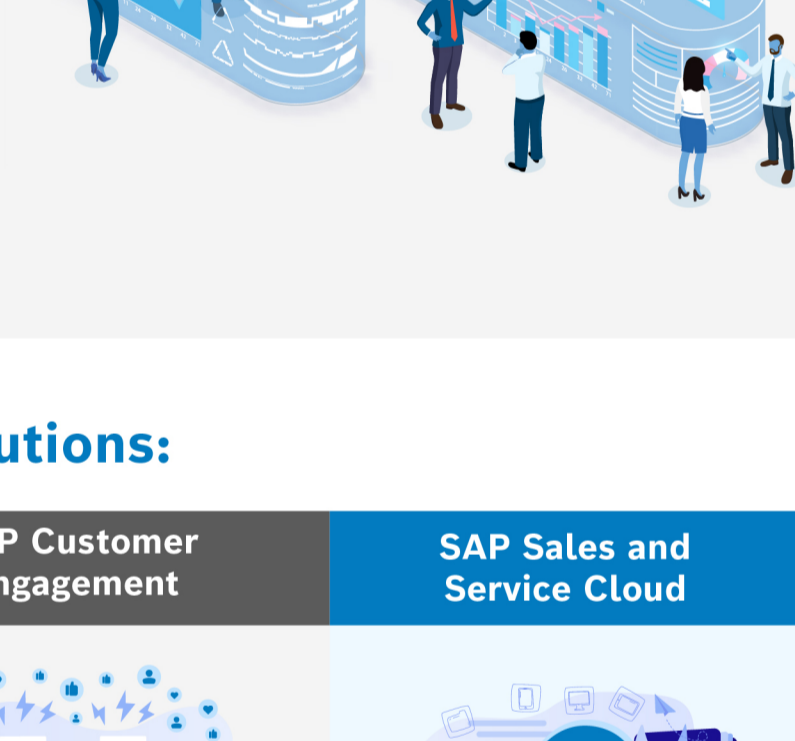
It also allows you to

- Track Health Care Professionals' (HCP) interactions to improve marketing and services
- Map customer journey that gives you insights into their perceptions and their satisfaction levels based on their interactions with your brand
- Evaluate your levels of CX
- Identify the gaps and improve customer experience.



Makes Your Business Customer-centric, Relevant, and Effective

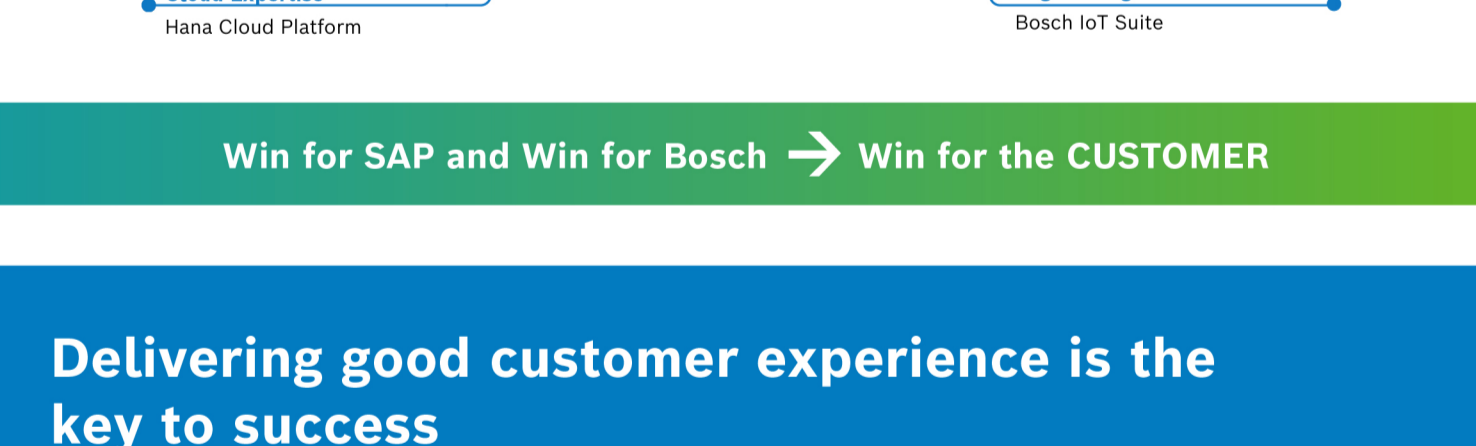
- Better control in driving business relevant to customer expectations
- Build communications around customer needs, tailored customer journeys for specific profiles



SAP CX Technology Solutions:

SAP Commerce	SAP Customer Engagement	SAP Sales and Service Cloud
<p>The SAP Commerce Cloud solution provides a trusted e-commerce platform that can help pharma companies:</p> <ul style="list-style-type: none"> Innovate at scale Tap enterprise-wide data to boost profits and customer satisfaction Realize business agility Secure margins Future-proof CX strategy 	<p>Emarsys : A customer engagement platform that empowers pharma companies to reach customers where they are. It enables real-time, personalized, and omnichannel customer engagements at a scale that increases retention and loyalty.</p> <p>CDP: Enterprise-grade Customer Data Platform to help you deliver personalized experiences across channels to better connect with customers and move your business forward.</p>	<p>SAP Sales Cloud helps pharma companies streamline and automate critical selling processes and empower a sales team with intelligent recommendations.</p> <p>SAP service cloud provides AI-driven, streamlined, intelligent customer service to increase profitability and customer retention</p>

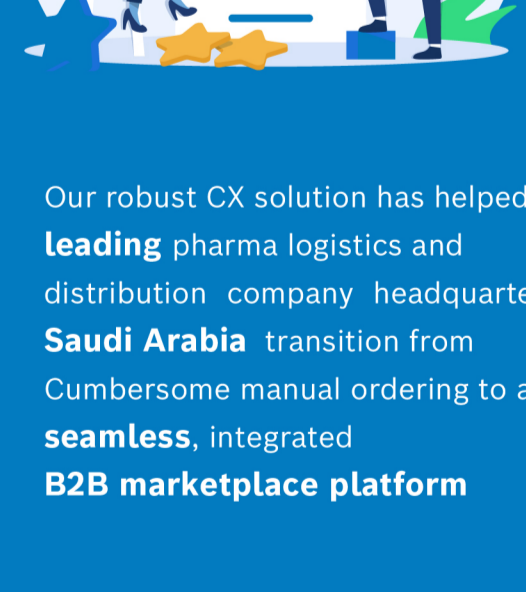
Bosch & SAP – “Win-Win-Win” Strategy



Win for SAP and Win for Bosch → Win for the CUSTOMER

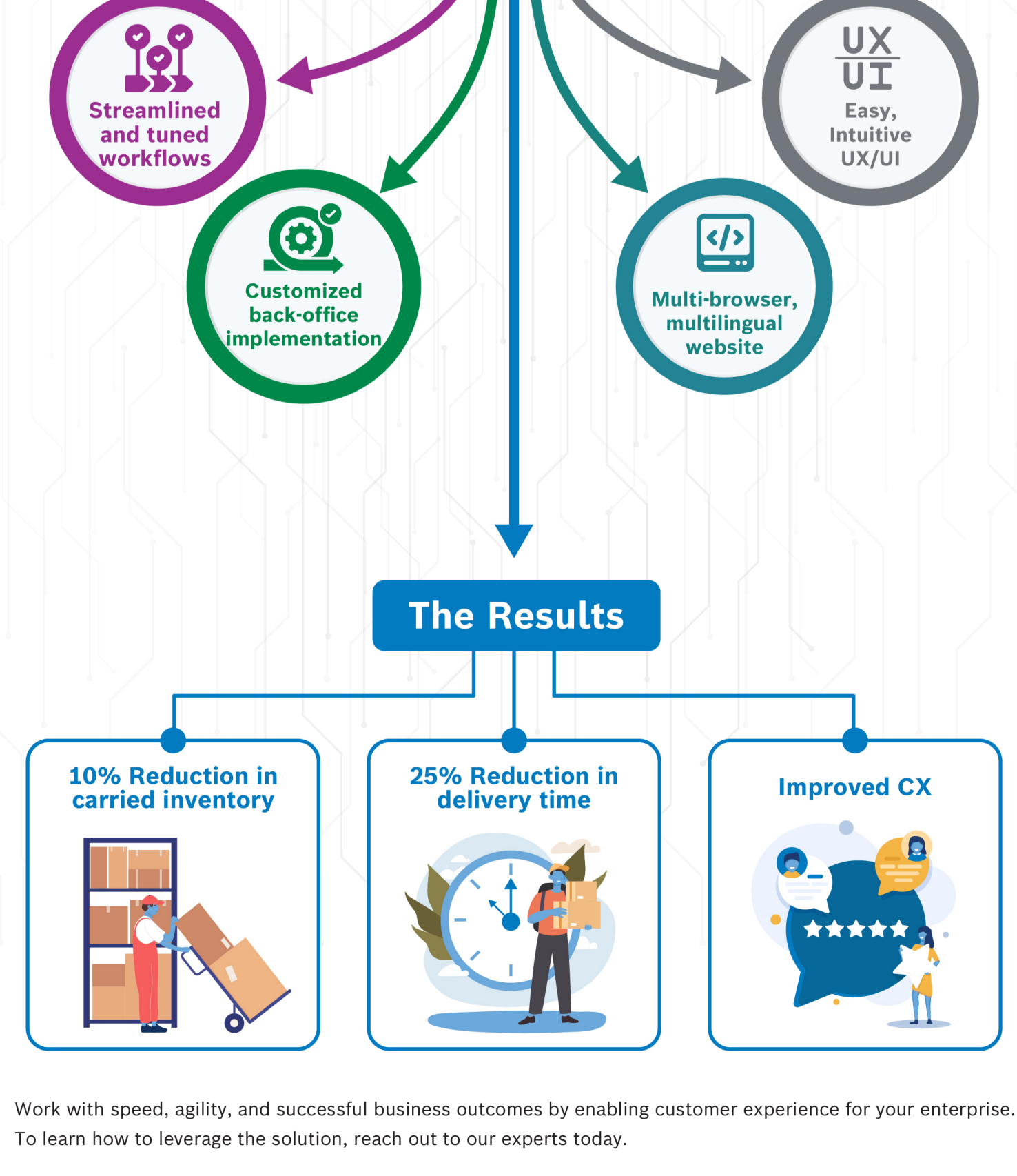
Delivering good customer experience is the key to success

The pharma industry is at a crucial turning point today. Delivering good customer experience is at the heart of this change. Digital technologies can enable pharma companies to create easy, seamless and rewarding customer experiences to unlock great value.



Our robust CX solution has helped a leading pharma logistics and distribution company headquartered in Saudi Arabia transition from cumbersome manual ordering to a seamless, integrated B2B marketplace platform

The healthcare provider was grappling with a number of challenges ranging from overly complicated order processes to long order delivery periods. That was before we partnered with them to implement a customized, end-to-end solution on SAP Hybris.



Work with speed, agility, and successful business outcomes by enabling customer experience for your enterprise. To learn how to leverage the solution, reach out to our experts today.