3 EASY WAYS TO RAISE

Your Digital Maturity & Transform Customer Engagement

Here we go again – the topic of digital transformation. Are you tired of hearing about it yet? Despite many articles, keynotes and webinars over the last few years, it still feels like there has not been much progress in life sciences customer engagement. To top it off, now there is talk about how outsiders like Amazon will show up and disrupt because pharma and biotech haven't moved as rapidly as they have.

On the flip side, it is an interesting time to work in life sciences. Forward-thinking individuals like Vas Narasimhan are taking leadership roles and shaking up the traditional way and speed of getting digital transformation done. These leaders are in fact helping move life sciences out of the "blue sky" and are taking it into the world of execution. In addition, many notable tech organizations are also looking out to partner with life sciences leaders to bring digital transformation into reality together. Microsoft and its partners are examples of such partnerships.

Whether you are working for one of the life sciences organizations taking innovative leaps forward or with one who is not quite there yet, there are many ways to enable your organization into the journey of digital transformation. Here are 3 ways to raise your digital maturity in life sciences customer engagement.

Omnichannel
be done!

There are so many channels that could be used to engage and interact with customers and yet they have not been explored at a global scale in life sciences; social, remote engagement/virtual meetings, and bots – just to name a few. This could mean that an HCP could interact with representatives on a social platform such as WhatsApp, LinkedIn or WeChat, using compliant messages of course. In the scenario where a life sciences field sales professional encounters an HCP customer with an off-label question and remote engagement capabilities are integrated into your CRM, an MSL could virtually connect to the doctor through digital channels right there, after the sales rep leaves the room.

Simple medical inquiries could be addressed by an intelligent medically trained bot providing for an instantaneous response and eliminating the need for a field visit in the first place. Think of the time saved and greater customer engagement that can be achieved by freeing up MSLs or call center phone lines for these types of questions.

All these touch points could be interconnected for seamless and contextualized customer experiences instead of series of disjointed interactions.

90% of HCPs are social media consumers, with over

2 MILLION HCPs subscribed to LinkedIn in North America alone [1,2]

On average call duration for remote meetings are
2-8x LONGER than a field visit [3]

According to a recent global survey,
35% of the life sciences field and medical managers have their customer-facing staff dedicate time to remote engagement,

yet **80%** said they had no dedicated platform to enable a seamless engagement with customers [4]

# AI in content and knowledge management
is the present, not the future

I know what you might be thinking…what's new about content and knowledge management. But listen, in most cases these important repositories are not taking advantage of all the advances in AI and machine learning technologies that are no longer science fiction. Now that such technologies are available, an advanced content management system can achieve the digital innovations that are necessary to raise the maturity of customer engagement, especially in an industry like life sciences where most customer interactions involve information exchanges.

Content management is much more than just a global filing system for reuse, medical-regulatory-legal approvals, global and local distribution, and the like. Yes, those things are important and have been around for a while; however, now deeper intelligence can be gathered and analyzed across all content interactions with an HCP through modern algorithms.
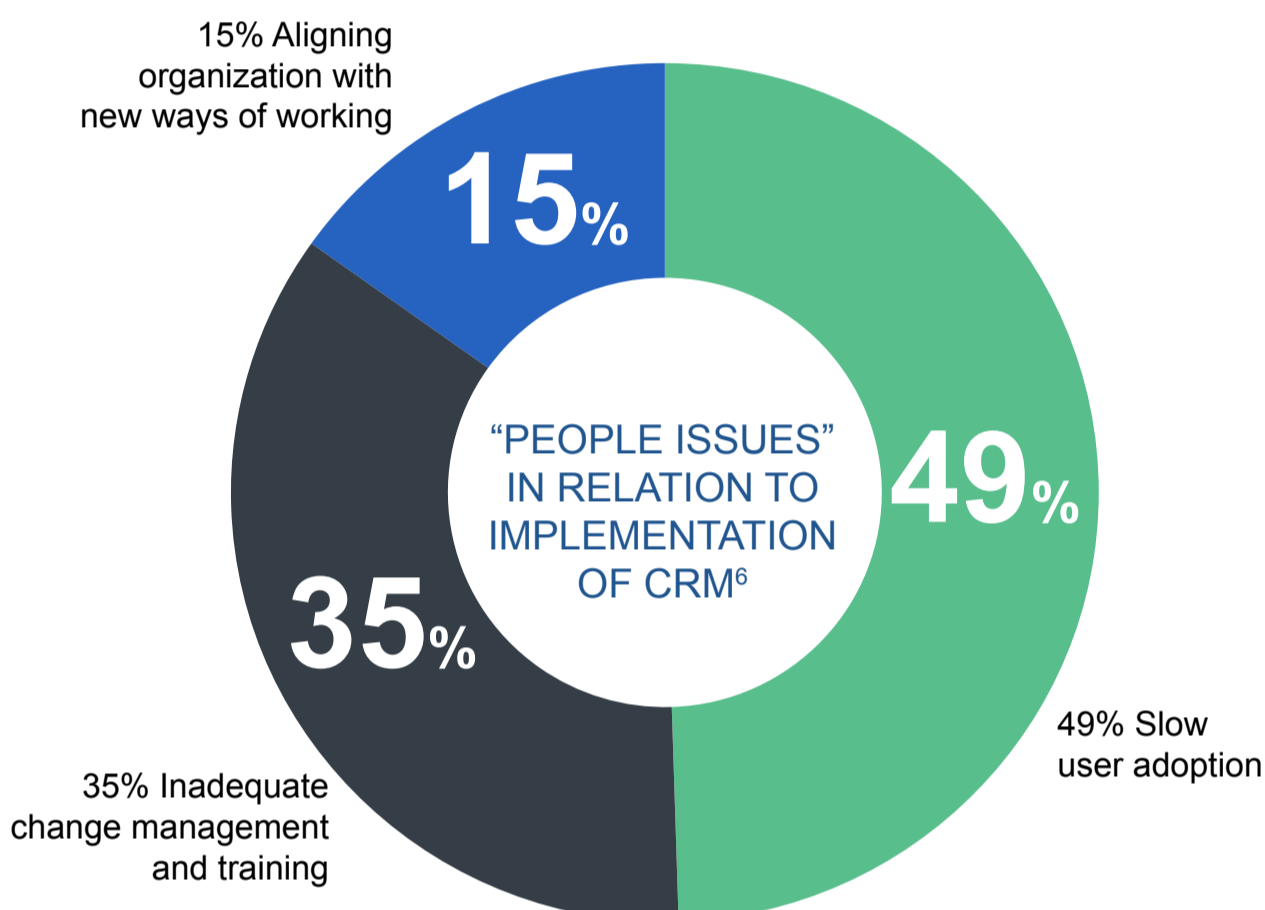
The algorithms built into the more advanced AI-driven content and knowledge management systems can automatically slice the content, evaluate adoption and engagement rates at that level, and even assist in the creation and personalization process which has so far been a slow and opaque human-driven art. Such modern content and knowledge management capabilities provide both operational insights for better strategic content planning as well as empower the field and medical experts with predictions on the impactful content they can use to engage their key customers and accounts

According to Accenture, **MORE THAN 90%** of pharma and biotech executives surveyed, believe the key to delivering **HIGHER OPERATIONAL EFFICIENCY** and hyper-personalized experiences is **INNOVATION** with connected and intelligent technologies[5]

3 Demanding change

GROWTH

CHANGE — PERFORMANCE

INNOVATION — EXECUTION
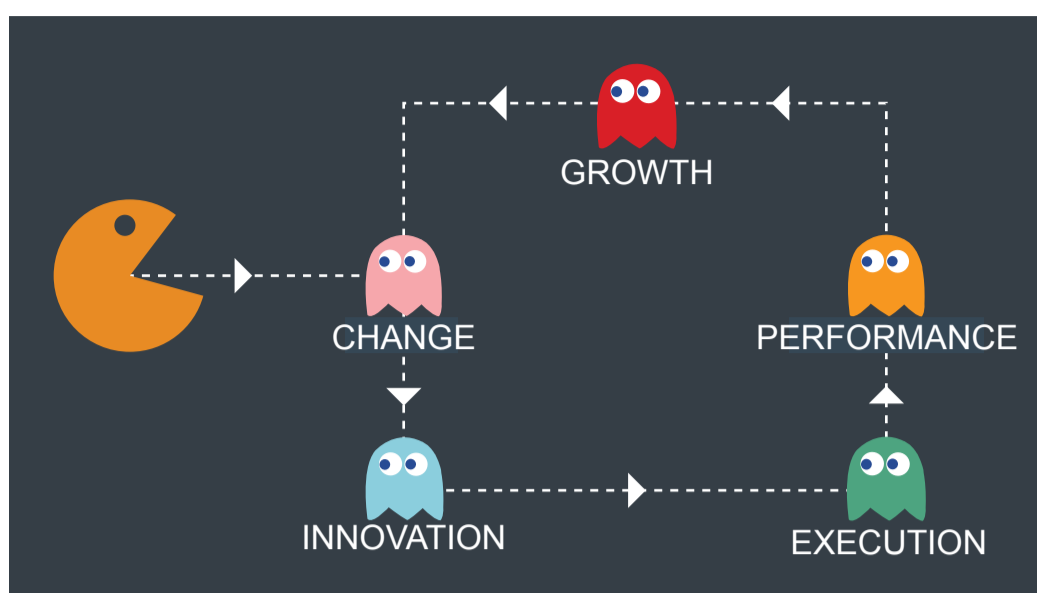
Taking the decision to implement rapid, effective, and sustained change can be difficult. For the most part, the success of such digital transformation programs is dependent on stakeholder buy-in since the process of identifying, implementing, deploying, and adopting a new customer engagement system is disruptive by nature. As an organization, you will need to change the mindsets of multiple stakeholders. Expect that there will be a natural opposition to the change. For example, "People" issues as outlined by a large survey conducted by Forrester Research tend to be the biggest challenge to a successful CRM implementation. There will be a need to focus more on those affected by the change and consistently communicate how they will benefit.

15% Aligning organization with new ways of working

15%

"PEOPLE ISSUES" IN RELATION TO IMPLEMENTATION OF CRM[6]

49%

35%

49% Slow user adoption

35% Inadequate change management and training

Raising questions in relationship to class leading practices of other organizations and industries will be necessary to create this momentum. Questions such as why our field professionals don't have access to their customer information across all their devices, small or big; why is customer information currently only available on tablets; why doesn't our field force have a Siri- or Alexa-like assistant that could help them setup meetings and create call notes when they meet their customers, why can't we understand each customer, their relationships and interests at an individual level and use this deep understanding to personalize and improve our engagement with them?

Digital Transformation Made Easier Through Established, Global Life Sciences Partners

Digital transformation doesn't have to be a six-part invention nor high-risk undertaking. To learn more about the global digital transformation capabilities of the EXEEVO-Microsoft strategic alliance connect with us.

EXEEVO
Omnipresence

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