

CXM *vs* CRM

Top 5 Reasons Why CXM Is Better Than CRM for Life Sciences



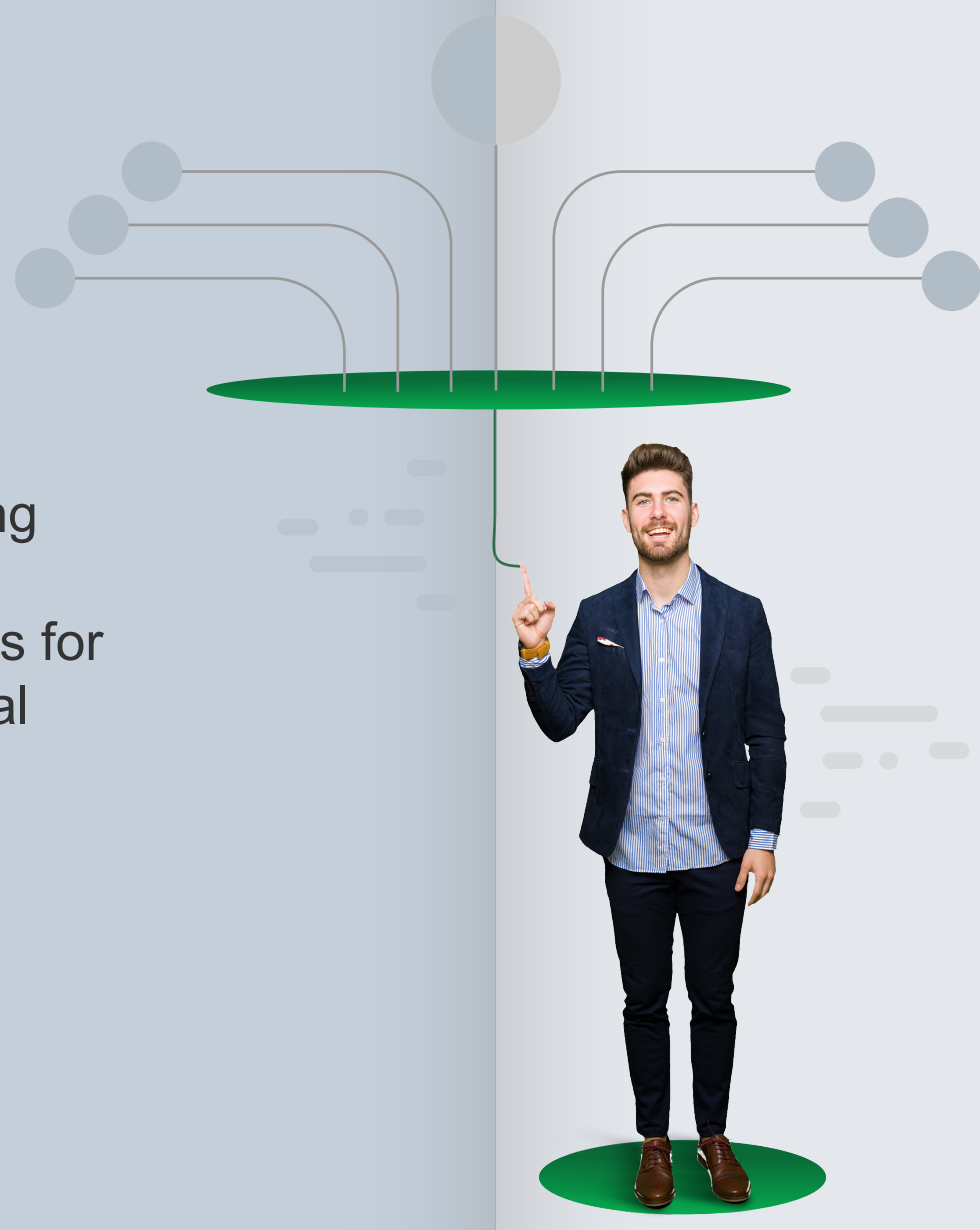
CXM #1 CRM

Journey Centric

Improves CX by creating journeys and customer-oriented plans for commercial and medical teams

Organization Goal Centric

Focused on planning touchpoint goals and tracking completion



CXM #2 CRM

Unified System

Single cloud and one data model for all business functions

Multiple Systems

Data silos, different data sets for different departments; information not easily available for all



CXM #3 CRM

Embedded Deep Customer Insights and Predictions

AI-powered, real-time customer insights from multiple channels; actionable

Basic KPIs and Customer Data

Sales data and retrospective customer data; not actionable



CXM #4 CRM

Omnichannel

F2F and omnichannel marketing through social media, chatbots, self-service, email, and text

Multichannel

Few multichannel capabilities: Email, F2F, and phone



CXM #5 CRM

Unique 360 Experiences

Possible; thanks to: Deep customer insights and predictions, AI, and omnichannel

Not possible

