

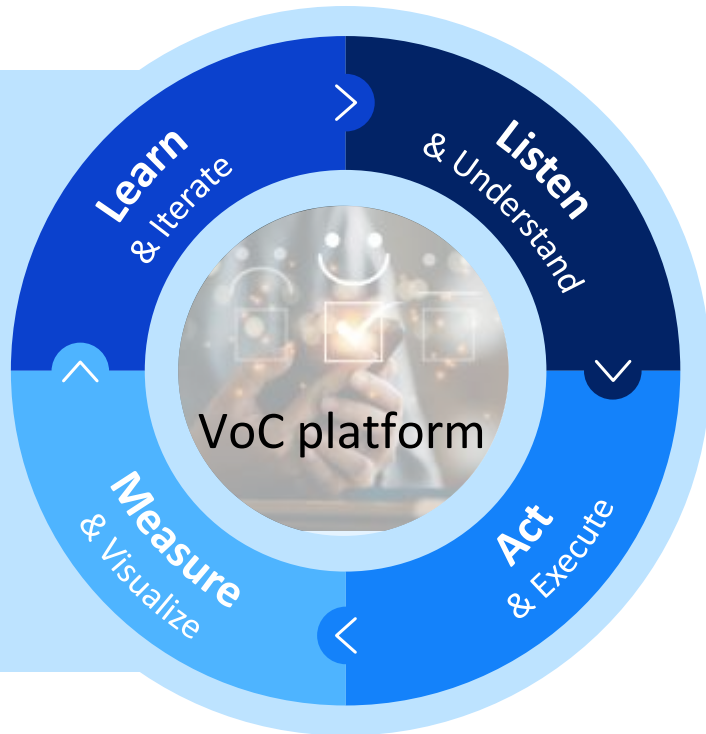


A real-life story:  
Using Voice-of-the-customer (VoC)  
to learn from HCPs' & patients'  
opinions

Reuters Pharma Europe 2023  
Dr. Christian Velten, Roche Pharma, Basel

18.04.2023

# VoC, the fuel of a learning organization

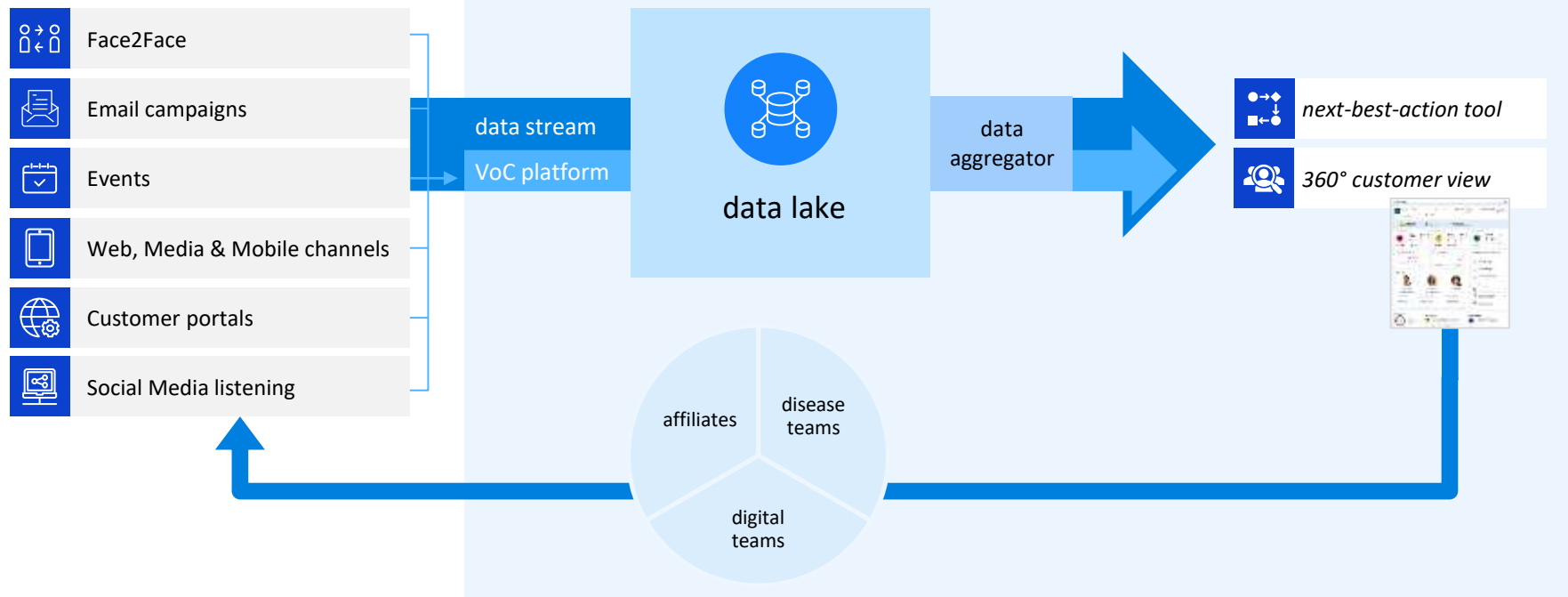


Simply put, Voice of the Customer (VoC) is ...

- a **systematic, continuous, real-time process** of
- **getting to know our customers' opinions** and understand how we can give them a better experience by
- **assessing quantitatively & qualitatively** what our customers like, need and expect
- fueling a closed-loop approach, **enabling a customer-centric learning organization.**

# VoC data flow & integration (*Roche global VoC roll-out*)

channels



# Our top 10 learnings



have **clearly defined business outcomes** for your VoC program ... and keep reminding it

01



the tool is not the solution ... VoC requires being **business integrated**

02



listening is great ... **acting is success**

03



consistent & harmonized data ... have a **metrics framework** in place first

04



my customers are different! ... corporate **core & common** is also required

05



"survey fatigue" ... don't overdo, **be smart and empathic with asking** customers for feedback

06



**first 6 months of data are for trash** ... don't (over)interpret too early

07



**you might not like what you hear** ... this is not about us, this is about the customer

08



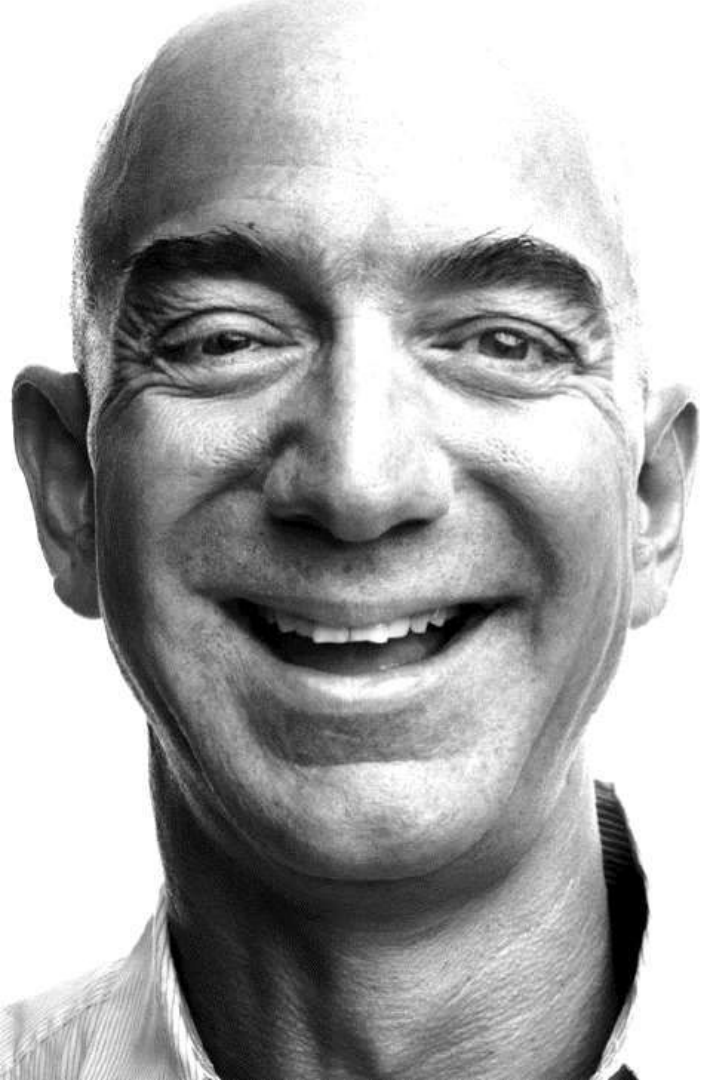
**internal resistance to customer feedback** ... happier customer will make our lives easier

09



score-based metrics are foundational ... **anecdotal feedback** to open questions is king

10



"The thing I have noticed is **when the anecdotes and the data disagree, the anecdotes are usually right**. There's something wrong with the way you are measuring it."

*Jeff Bezos*

Doing now what patients need next