




Maximise Measurement Tools & **Metrics** To Communicate The **Commercial Value Of CX** & Prove The Strategic Impact By **Demonstrably Improving ROI**

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05.03.2024

Corporate impact measurement framework

 Are we delivering the right message through the right channels for each of our customers?

Reach / Coverage

Engagement

Satisfaction

Activity

Engagement

Satisfaction



How many customers are we reaching? With what frequency?

How are customers engaging with our content & touchpoint?

How do customers feel about these interactions? Simple? Meaningful?

● ————— ● For each channel used; real-time

● ————— ● Key channels only, real-time

 Are we making an impact?
 In what way?

Impact



Perception

Outcome

Through our omnichannel personalized customer engagement plan, are we driving the outcomes we want to achieve (value for patients, healthcare system & Roche)?

● ————— ● Overall/ channel independent

4 core CX metrics

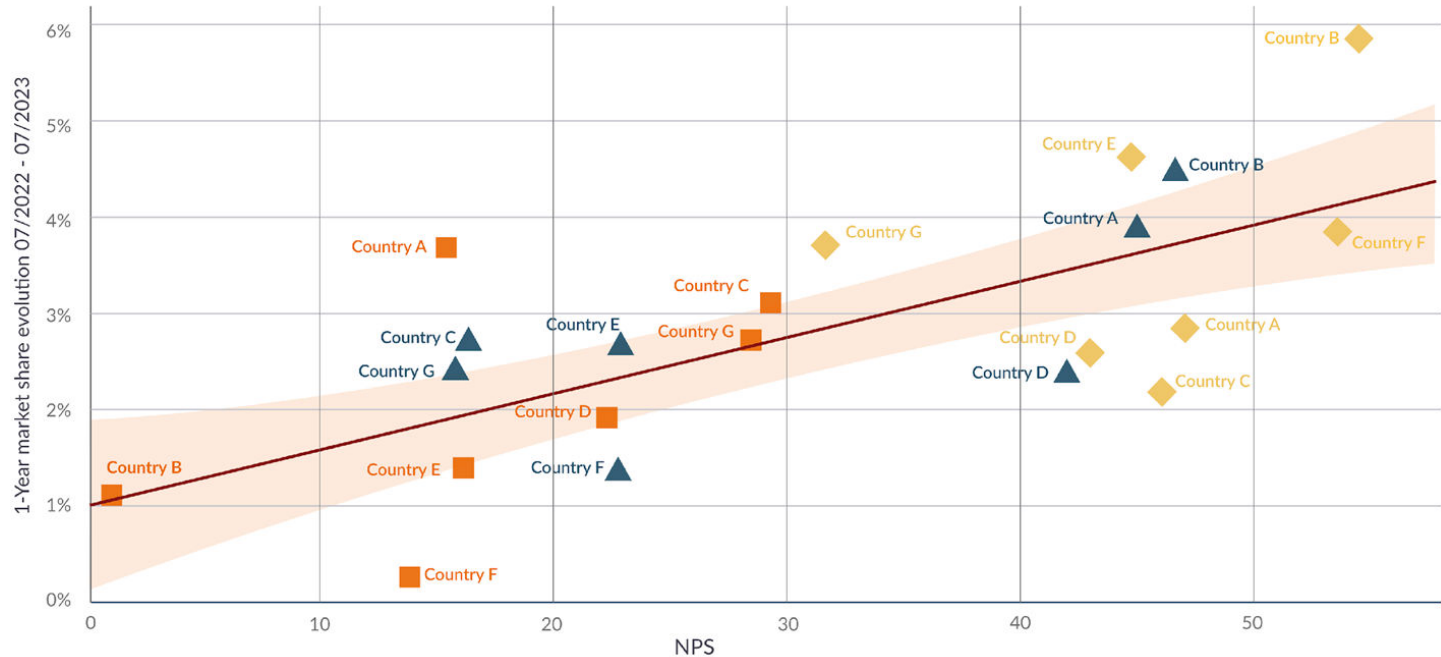
| Core VoC Metric | Definition | VoC Examples |
|---|--|--|
| 01 Partner Score | ... is a predefined, yearly, individual survey assessing customers' perception of the overall relationship | rating of Roche (vs competition) in the context of the 4 pillars Trust, Collaboration, Emotional Connection & Outcomes |
| 02 tNPS  cross-industries | ... measures the extent of appeal of the specific channel & content – how good is it to be recommended? | <i>"Overall, how likely would you be to recommend this interaction to a colleague? (0= Not at all likely, 10=Extremely likely)"</i> <i>"Can you please briefly explain the reasons for your response?"</i> |
| 03 CSAT  cross-industries | ... is a measure of how relevant & meaningful content and answers provided are to patients/HCPs. | <i>"Can you please indicate the extent to which this content was relevant to you?"</i> <i>"To what extent did you get the answer you were looking for?"</i> <i>"Can you please briefly explain the reasons for your response?"</i> |
| 04 CES | ... is a measure of the effort a customer had to use when interacting with specific touchpoints. | HCP Portal: "How easy was it for you to get what you needed?" PPoC: "Thinking of your recent interaction, how easy was it having it?" |

3rd party data providing evidence

E.g., a higher NPS corresponds to increased market share

NPS / MARKET SHARE EVOLUTION CORRELATION - 2022-2023

▲ Brand 1 ◆ Brand 2 ■ Brand 3 (launch brand)



Source: [AcrossHealth](#), Chart of the Month Jan 2024, based on AcrossHealth Navigator365 CX benchmark and client data 2022-2023

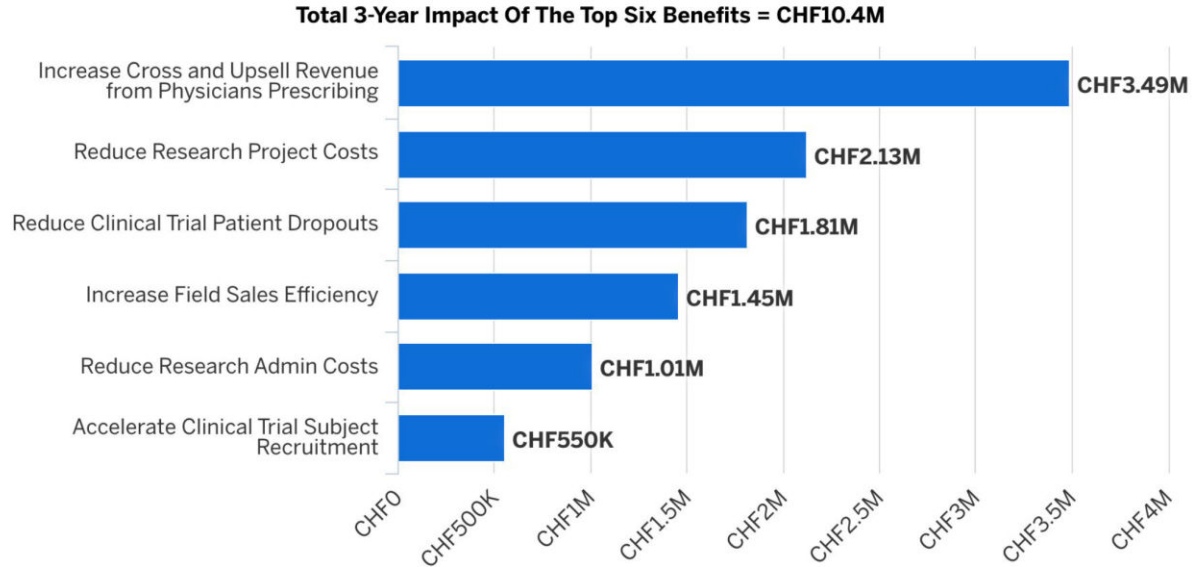
Internal proof of ROI

demo data

Qualtrics
XM value advisory™

Quantified Value Benefits for Roche Pharma

The Value Advisory team at Qualtrics has conducted an benefit analysis of a Qualtrics CX solution considered for Roche Pharma and estimates a run rate benefit of **CHF 10.4M***. The analysis is based on publicly available data, 3rd party benchmarks, and Qualtrics Value Advisory analysis.




Demonstrating business impact – mapping of data

Roche 'TripleWin' dashboard

demo data

Effectiveness, Adoption and Perception



Engagement

[Details >>](#)


158

Customer contacts (2021)

- By quarter
- By priority (% change from previous quarter)

71

(45%) reached **digitally***



Adoption

[Details >>](#)

42%


Patient Share (March 2023)

+20% vs Mar2022

Top 3 competitors

Competitor # 1

Comp #2..



Perception

[Details >>](#)


24

Net Promoter Score* (2021)

55%


Partner Score (Q1 2023)

Performance and Impact




25 mo Global: 12 mo

Median time to Reimbursement



311 Global: 20'808

Patients treated (2022)



1002 Global: 27k

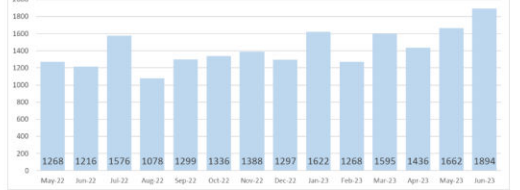
Patients treated Since Launch

1662

Sales Volume (May 2023)

+31% vs May 2022

Sales Volume trend (last 12 months) [Details >>](#)



| Month | Sales Volume |
|--------|--------------|
| May-22 | 1268 |
| Jun-22 | 1216 |
| Jul-22 | 1576 |
| Aug-22 | 1078 |
| Sep-22 | 1299 |
| Oct-22 | 1336 |
| Nov-22 | 1388 |
| Dec-22 | 1297 |
| Jan-23 | 1622 |
| Feb-23 | 1268 |
| Mar-23 | 1595 |
| Apr-23 | 1436 |
| May-23 | 1662 |
| Jun-23 | 1894 |

0.035

Vol per capita (May 2023)

Sales

Actual vs forecast (2022)

56%

41% to target

CX success stories – a communication game changer

VoC turned a Roche customer from detractor to promoter

HCP's feedback via 'VoC score'

What do you think of this email?



Do you find the information provided useful?



How likely is it that you will share this email with others?



via 'VoC anecdotal'

Could you tell us why you didn't like it?

"I don't like the lack of presence in my hospital"

Could you tell us why it has not been useful to you?

"I haven't read it... come and see me personally"

Why wouldn't I share it?

"I do not accept communications via mail"

And finally, we'd love to know if you have any suggestions for us.

"It has been too long between visits"

Roche taking action

- corresponding **KAM was informed** about the feedback
- **KAM short-term reached out** to the customer
- **communication was shifted** from a one-direction virtual communication to a physical meeting with a KAM

VoC Impact

By reacting on this customers feedback we ...

1. created a **"Roche listens to me & cares about me" moment**
2. converted to a **satisfied customer and increased loyalty**
3. **with minimum efforts** and within a few days

