



The Power of the “Why”

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Real-life CX business use case

FEEDBACK (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?



FEEDBACK (verbatim)



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.

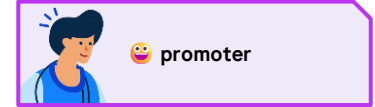
"Your unexcused absences"

ACTION



- corresponding **KAM** was informed about the feedback **and short-term reached out** to the customer
- **communication was shifted to a physical meeting** = customer's desire was served

IMPACT



By **taking action** on customer's feedback, we ...

1. created a **"they listen to me & care about me" moment**
 2. converted to a **satisfied customer and increased loyalty**
- ... with minimal effort

The 1st "Why?"

"Why does the customer behave the way he does?"

CX Data and Insights provide a robust understanding of the causes behind behaviors

FEEDBACK (score)



 detractor

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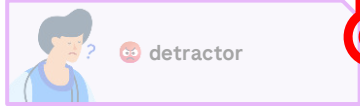


The 2nd "Why?"

"Why did the customer give us this score?"

The Qualitative provides background and actionability to the Quantitative

FEEDBACK (score)



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

"Your unexcused absences"



"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

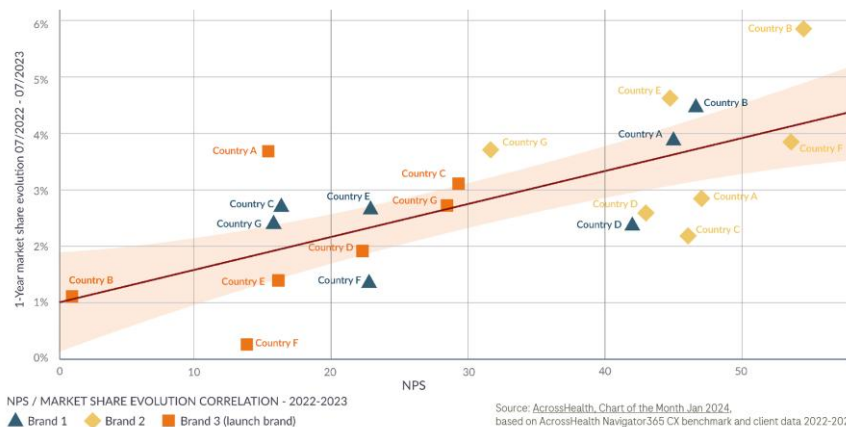
The 3rd "Why?"

"Why should our company invest into CX?"

Real life use cases explain why!



CX is enabling **more & better business** and **differentiating us from competitors...**

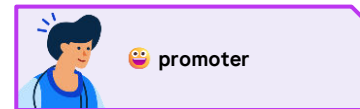


ACTION



- corresponding **KAM** was informed about the feedback **and short-term reached out** to the customer
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IMPACT



- by **taking action** on customer's feedback, Roche ...
- created a "**Roche listens to me & cares about me**" moment
 - converted to a **satisfied customer and increased loyalty**
- ... with minimum efforts

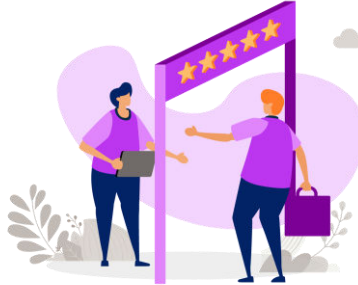
Changing OUR behavior to change customers' behavior.

My TOP 3 CX success factors in pharma business

1. Don't reinvent the wheel!



2. CX = taking action! ...!!!



3. Speak about the business "Why"

