

Navigator365™ Cx Benchmark

To know where you're going, you need to know where you stand

How does your brand's impact on physicians compare with the competition?

Navigator365™ Cx Benchmark allows you to compare your brand to key competitors at the channel, functional (marketing, sales, medical, patient), and overall level.



- ✔ How physicians rate your brand's overall omnichannel engagement (OCE) quality vs your competitors
- ✔ Which strategic channel and content decisions to take to boost customer experience and business impact
- ✔ Which content attributes you should prioritize

Measure your position versus the competition and prioritize key actions

Brand customer experience leadership

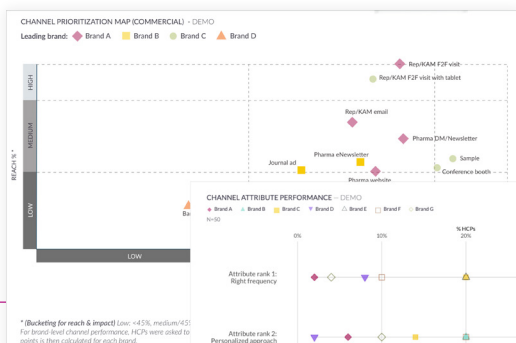
- ✔ Brand net promoter score (NPS), plus drivers
- ✔ Brand customer effort score (CES)
- ✔ Brand customer experience (Cx), plus drivers

Brand channel competitiveness

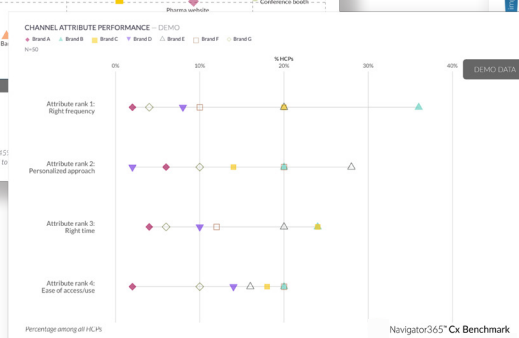
- ✔ OCE leadership index (brand level)
- ✔ Prioritization chart/brand (reach, impact, relative score)
- ✔ Commercial & Medical online vs F2F index
- ✔ Patient-centricity index
- ✔ Channel impact by brand (32 channels)

Content and channel attributes

- ✔ Relative importance of 4 channel attributes
- ✔ Relative importance of 5 content attributes
- ✔ Brand performance by attribute



* (Bucketing for reach & impact) Low: <45%, medium: 45-55%
For brand-level channel performance, HCPs were asked to rank 1-5 on each attribute. HCPs were asked to rank 1-5 on each attribute. HCPs were asked to rank 1-5 on each attribute.



Channel	Score	Delta vs leader	Leader 2023
Pharma F2F visit with tablet	95	10%	Brand A
Pharma F2F visit with tablet	85	0%	Brand B
Pharma F2F visit with tablet	75	-10%	Brand C
Pharma F2F visit with tablet	65	-20%	Brand D
Pharma F2F visit with tablet	55	-30%	Brand A
Pharma F2F visit with tablet	45	-40%	Brand B
Pharma F2F visit with tablet	35	-50%	Brand C
Pharma F2F visit with tablet	25	-60%	Brand D
Pharma F2F visit with tablet	15	-70%	Brand A
Pharma F2F visit with tablet	5	-80%	Brand B
Pharma F2F visit with tablet	0	-90%	Brand C
Pharma F2F visit with tablet	-5	-95%	Brand D
Pharma F2F visit with tablet	-10	-100%	Brand A
Pharma F2F visit with tablet	-15	-105%	Brand B
Pharma F2F visit with tablet	-20	-110%	Brand C
Pharma F2F visit with tablet	-25	-115%	Brand D
Pharma F2F visit with tablet	-30	-120%	Brand A
Pharma F2F visit with tablet	-35	-125%	Brand B
Pharma F2F visit with tablet	-40	-130%	Brand C
Pharma F2F visit with tablet	-45	-135%	Brand D
Pharma F2F visit with tablet	-50	-140%	Brand A
Pharma F2F visit with tablet	-55	-145%	Brand B
Pharma F2F visit with tablet	-60	-150%	Brand C
Pharma F2F visit with tablet	-65	-155%	Brand D
Pharma F2F visit with tablet	-70	-160%	Brand A
Pharma F2F visit with tablet	-75	-165%	Brand B
Pharma F2F visit with tablet	-80	-170%	Brand C
Pharma F2F visit with tablet	-85	-175%	Brand D
Pharma F2F visit with tablet	-90	-180%	Brand A
Pharma F2F visit with tablet	-95	-185%	Brand B
Pharma F2F visit with tablet	-100	-190%	Brand C
Pharma F2F visit with tablet	-105	-195%	Brand D
Pharma F2F visit with tablet	-110	-200%	Brand A
Pharma F2F visit with tablet	-115	-205%	Brand B
Pharma F2F visit with tablet	-120	-210%	Brand C
Pharma F2F visit with tablet	-125	-215%	Brand D
Pharma F2F visit with tablet	-130	-220%	Brand A
Pharma F2F visit with tablet	-135	-225%	Brand B
Pharma F2F visit with tablet	-140	-230%	Brand C
Pharma F2F visit with tablet	-145	-235%	Brand D
Pharma F2F visit with tablet	-150	-240%	Brand A
Pharma F2F visit with tablet	-155	-245%	Brand B
Pharma F2F visit with tablet	-160	-250%	Brand C
Pharma F2F visit with tablet	-165	-255%	Brand D
Pharma F2F visit with tablet	-170	-260%	Brand A
Pharma F2F visit with tablet	-175	-265%	Brand B
Pharma F2F visit with tablet	-180	-270%	Brand C
Pharma F2F visit with tablet	-185	-275%	Brand D
Pharma F2F visit with tablet	-190	-280%	Brand A
Pharma F2F visit with tablet	-195	-285%	Brand B
Pharma F2F visit with tablet	-200	-290%	Brand C
Pharma F2F visit with tablet	-205	-295%	Brand D
Pharma F2F visit with tablet	-210	-300%	Brand A
Pharma F2F visit with tablet	-215	-305%	Brand B
Pharma F2F visit with tablet	-220	-310%	Brand C
Pharma F2F visit with tablet	-225	-315%	Brand D
Pharma F2F visit with tablet	-230	-320%	Brand A
Pharma F2F visit with tablet	-235	-325%	Brand B
Pharma F2F visit with tablet	-240	-330%	Brand C
Pharma F2F visit with tablet	-245	-335%	Brand D
Pharma F2F visit with tablet	-250	-340%	Brand A
Pharma F2F visit with tablet	-255	-345%	Brand B
Pharma F2F visit with tablet	-260	-350%	Brand C
Pharma F2F visit with tablet	-265	-355%	Brand D
Pharma F2F visit with tablet	-270	-360%	Brand A
Pharma F2F visit with tablet	-275	-365%	Brand B
Pharma F2F visit with tablet	-280	-370%	Brand C
Pharma F2F visit with tablet	-285	-375%	Brand D
Pharma F2F visit with tablet	-290	-380%	Brand A
Pharma F2F visit with tablet	-295	-385%	Brand B
Pharma F2F visit with tablet	-300	-390%	Brand C
Pharma F2F visit with tablet	-305	-395%	Brand D
Pharma F2F visit with tablet	-310	-400%	Brand A
Pharma F2F visit with tablet	-315	-405%	Brand B
Pharma F2F visit with tablet	-320	-410%	Brand C
Pharma F2F visit with tablet	-325	-415%	Brand D
Pharma F2F visit with tablet	-330	-420%	Brand A
Pharma F2F visit with tablet	-335	-425%	Brand B
Pharma F2F visit with tablet	-340	-430%	Brand C
Pharma F2F visit with tablet	-345	-435%	Brand D
Pharma F2F visit with tablet	-350	-440%	Brand A
Pharma F2F visit with tablet	-355	-445%	Brand B
Pharma F2F visit with tablet	-360	-450%	Brand C
Pharma F2F visit with tablet	-365	-455%	Brand D
Pharma F2F visit with tablet	-370	-460%	Brand A
Pharma F2F visit with tablet	-375	-465%	Brand B
Pharma F2F visit with tablet	-380	-470%	Brand C
Pharma F2F visit with tablet	-385	-475%	Brand D
Pharma F2F visit with tablet	-390	-480%	Brand A
Pharma F2F visit with tablet	-395	-485%	Brand B
Pharma F2F visit with tablet	-400	-490%	Brand C
Pharma F2F visit with tablet	-405	-495%	Brand D
Pharma F2F visit with tablet	-410	-500%	Brand A
Pharma F2F visit with tablet	-415	-505%	Brand B
Pharma F2F visit with tablet	-420	-510%	Brand C
Pharma F2F visit with tablet	-425	-515%	Brand D
Pharma F2F visit with tablet	-430	-520%	Brand A
Pharma F2F visit with tablet	-435	-525%	Brand B
Pharma F2F visit with tablet	-440	-530%	Brand C
Pharma F2F visit with tablet	-445	-535%	Brand D
Pharma F2F visit with tablet	-450	-540%	Brand A
Pharma F2F visit with tablet	-455	-545%	Brand B
Pharma F2F visit with tablet	-460	-550%	Brand C
Pharma F2F visit with tablet	-465	-555%	Brand D
Pharma F2F visit with tablet	-470	-560%	Brand A
Pharma F2F visit with tablet	-475	-565%	Brand B
Pharma F2F visit with tablet	-480	-570%	Brand C
Pharma F2F visit with tablet	-485	-575%	Brand D
Pharma F2F visit with tablet	-490	-580%	Brand A
Pharma F2F visit with tablet	-495	-585%	Brand B
Pharma F2F visit with tablet	-500	-590%	Brand C
Pharma F2F visit with tablet	-505	-595%	Brand D
Pharma F2F visit with tablet	-510	-600%	Brand A
Pharma F2F visit with tablet	-515	-605%	Brand B
Pharma F2F visit with tablet	-520	-610%	Brand C
Pharma F2F visit with tablet	-525	-615%	Brand D
Pharma F2F visit with tablet	-530	-620%	Brand A
Pharma F2F visit with tablet	-535	-625%	Brand B
Pharma F2F visit with tablet	-540	-630%	Brand C
Pharma F2F visit with tablet	-545	-635%	Brand D
Pharma F2F visit with tablet	-550	-640%	Brand A
Pharma F2F visit with tablet	-555	-645%	Brand B
Pharma F2F visit with tablet	-560	-650%	Brand C
Pharma F2F visit with tablet	-565	-655%	Brand D
Pharma F2F visit with tablet	-570	-660%	Brand A
Pharma F2F visit with tablet	-575	-665%	Brand B
Pharma F2F visit with tablet	-580	-670%	Brand C
Pharma F2F visit with tablet	-585	-675%	Brand D
Pharma F2F visit with tablet	-590	-680%	Brand A
Pharma F2F visit with tablet	-595	-685%	Brand B
Pharma F2F visit with tablet	-600	-690%	Brand C
Pharma F2F visit with tablet	-605	-695%	Brand D
Pharma F2F visit with tablet	-610	-700%	Brand A
Pharma F2F visit with tablet	-615	-705%	Brand B
Pharma F2F visit with tablet	-620	-710%	Brand C
Pharma F2F visit with tablet	-625	-715%	Brand D
Pharma F2F visit with tablet	-630	-720%	Brand A
Pharma F2F visit with tablet	-635	-725%	Brand B
Pharma F2F visit with tablet	-640	-730%	Brand C
Pharma F2F visit with tablet	-645	-735%	Brand D
Pharma F2F visit with tablet	-650	-740%	Brand A
Pharma F2F visit with tablet	-655	-745%	Brand B
Pharma F2F visit with tablet	-660	-750%	Brand C
Pharma F2F visit with tablet	-665	-755%	Brand D
Pharma F2F visit with tablet	-670	-760%	Brand A
Pharma F2F visit with tablet	-675	-765%	Brand B
Pharma F2F visit with tablet	-680	-770%	Brand C
Pharma F2F visit with tablet	-685	-775%	Brand D
Pharma F2F visit with tablet	-690	-780%	Brand A
Pharma F2F visit with tablet	-695	-785%	Brand B
Pharma F2F visit with tablet	-700	-790%	Brand C
Pharma F2F visit with tablet	-705	-795%	Brand D
Pharma F2F visit with tablet	-710	-800%	Brand A
Pharma F2F visit with tablet	-715	-805%	Brand B
Pharma F2F visit with tablet	-720	-810%	Brand C
Pharma F2F visit with tablet	-725	-815%	Brand D
Pharma F2F visit with tablet	-730	-820%	Brand A
Pharma F2F visit with tablet	-735	-825%	Brand B
Pharma F2F visit with tablet	-740	-830%	Brand C
Pharma F2F visit with tablet	-745	-835%	Brand D
Pharma F2F visit with tablet	-750	-840%	Brand A
Pharma F2F visit with tablet	-755	-845%	Brand B
Pharma F2F visit with tablet	-760	-850%	Brand C
Pharma F2F visit with tablet	-765	-855%	Brand D
Pharma F2F visit with tablet	-770	-860%	Brand A
Pharma F2F visit with tablet	-775	-865%	Brand B
Pharma F2F visit with tablet	-780	-870%	Brand C
Pharma F2F visit with tablet	-785	-875%	Brand D
Pharma F2F visit with tablet	-790	-880%	Brand A
Pharma F2F visit with tablet	-795	-885%	Brand B
Pharma F2F visit with tablet	-800	-890%	Brand C
Pharma F2F visit with tablet	-805	-895%	Brand D
Pharma F2F visit with tablet	-810	-900%	Brand A
Pharma F2F visit with tablet	-815	-905%	Brand B
Pharma F2F visit with tablet	-820	-910%	Brand C
Pharma F2F visit with tablet	-825	-915%	Brand D
Pharma F2F visit with tablet	-830	-920%	Brand A
Pharma F2F visit with tablet	-835	-925%	Brand B
Pharma F2F visit with tablet	-840	-930%	Brand C
Pharma F2F visit with tablet	-845	-935%	Brand D
Pharma F2F visit with tablet	-850	-940%	Brand A
Pharma F2F visit with tablet	-855	-945%	Brand B
Pharma F2F visit with tablet	-860	-950%	Brand C
Pharma F2F visit with tablet	-865	-955%	Brand D
Pharma F2F visit with tablet	-870	-960%	Brand A
Pharma F2F visit with tablet	-875	-965%	Brand B
Pharma F2F visit with tablet	-880	-970%	Brand C
Pharma F2F visit with tablet	-885	-975%	Brand D
Pharma F2F visit with tablet	-890	-980%	Brand A
Pharma F2F visit with tablet	-895	-985%	Brand B
Pharma F2F visit with tablet	-900	-990%	Brand C
Pharma F2F visit with tablet	-905	-995%	Brand D
Pharma F2F visit with tablet	-910	-1000%	Brand A
Pharma F2F visit with tablet	-915	-1005%	Brand B
Pharma F2F visit with tablet	-920	-1010%	Brand C
Pharma F2F visit with tablet	-925	-1015%	Brand D
Pharma F2F visit with tablet	-930	-1020%	Brand A
Pharma F2F visit with tablet	-935	-1025%	Brand B
Pharma F2F visit with tablet	-940	-1030%	Brand C
Pharma F2F visit with tablet	-945	-1035%	Brand D
Pharma F2F visit with tablet	-950	-1040%	Brand A
Pharma F2F visit with tablet	-955	-1045%	Brand B
Pharma F2F visit with tablet	-960	-1050%	Brand C
Pharma F2F visit with tablet	-965	-1055%	Brand D
Pharma F2F visit with tablet	-970	-1060%	Brand A
Pharma F2F visit with tablet	-975	-1065%	Brand B
Pharma F2F visit with tablet	-980	-1070%	Brand C
Pharma F2F visit with tablet	-985	-1075%	Brand D
Pharma F2F visit with tablet	-990	-1080%	Brand A
Pharma F2F visit with tablet	-995	-1085%	Brand B
Pharma F2F visit with tablet	-1000	-1090%	Brand C
Pharma F2F visit with tablet	-1005	-1095%	Brand D

Full brand channel score (Delta vs. leader = percentage delta of brand's channel score from the leader / leader's highest channel score per channel based on high to low impact in each channel category)

A uniquely actionable wealth of omnichannel benchmarking insights

Navigator365™ Cx Benchmark measurements are



Comprehensive

Channel + attributes + overall omnichannel experience



Meaningful

Reach, impact, and frequency as key business metrics



Broad

Direct comparison with up to 6 competitor brands



On point

Robust sample size + well-profiled HCP respondents



Actionable

3x3 matrix allows for easy, evidence-based prioritization between channels

As part of the Navigator365™ product suite, Navigator365™ Cx Benchmark leverages almost **10 years of industry-leading Navigator expertise** – with a global footprint and unparalleled technology base. Last year we conducted for Navigator365™:

20,000 SURVEYS | IN 40+ COUNTRIES | ACROSS 6 CONTINENTS

More than 50 biopharma companies use Navigator365™ for OCE insights, planning and tracking.

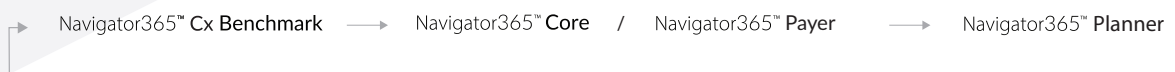
Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and learn how **Navigator365™ Cx Benchmark** can help you improve your brand's omnichannel customer experience vs your direct competitors.



Scan the QR-code to learn more or email us at: customercare@precisionaq.com

Navigator365™ REIMAGINE CUSTOMER ENGAGEMENT



Omnitopia™

