

End-to-end omnichannel consulting services to boost your customer engagement

As the pharma industry evolves, so too must the strategies employed by pharma to effectively engage with HCPs, payers and other stakeholders. By focusing on the customer journey as a whole, the omnichannel approach enables you to leverage multiple channels – both on- and offline – in concert to deliver a seamless and valued experience for your customers.

Our end-to-end strategic services are built on a robust evidence base to help you deliver the kind of customer experience that today's HCPs expect.

OMNICHANNEL CAMPAIGN FORMULATION

OMNICHANNEL

CAMPAIGN ANALYTICS

OMNICHANNEL

CAPABILITY DEVELOPMENT

OMNICHANNEL HEALTH CHECK

Hands-on omnichannel campaign formulation



Our strategic consulting services – fueled by the latest HCP & industry insights from our Navigator365™ research – can help you develop a dynamic and executable omnichannel customer engagement strategy that puts the customer at the centre of every interaction.

- ✓ Behavioural shift journeys
- ✓ Channel mix optimization
- ✓ Customer journey mapping
- ✓ Identifying success metrics
- ✓ Handovers from global to local teams

We can offer support in analyzing feasibility, implementing omnichannel impact measurement strategies, and providing continuous guidance based on the latest insights.

- ✓ Measurement & KPI feasibility analysis & implementation
- ✓ Omnichannel campaign optimization
- ✓ Dashboard & report creation, synthesizing data from multiple channels

Strategic analytics & campaign optimization



Capability building & practical skill development

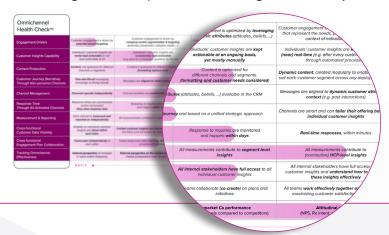
We can help your organization and teams **enhance their skills** to better utilize existing assets and platforms, and amplify your campaigns' impact.

- ✓ Learn how to ground your strategy in datadriven insights and get practical training in essential omnichannel tactics
- ✓ Experience how to plan and execute a real omnichannel campaign with our Omnitopia™ multiplayer simulation



Omnichannel health check

Whether your organization is new to omnichannel or you are leaders with digital experience searching for a competitive advantage, our **in-depth health check** will:



- ✓ assess your current capabilities and identify areas for prioritization
- select relevant benchmarks that reflect your desired outcomes and capabilities
- highlight gaps and opportunities, and provide recommendations for improvement

Co-create your own transformative journey with the support of our expert guidance and exclusive data insights.

Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and discover how our **strategic consulting services** can help accelerate your journey towards delivering an unparalleled omnichannel customer experience.



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

