

Customer Journey Analytics

Measure, visualize, and optimize cross-channel journeys to deliver seamless customer experiences

It is more critical than ever for life sciences and pharmaceutical companies to understand the end-to-end customer journey across virtual and in-person interactions so they can orchestrate personalized omnichannel experiences.

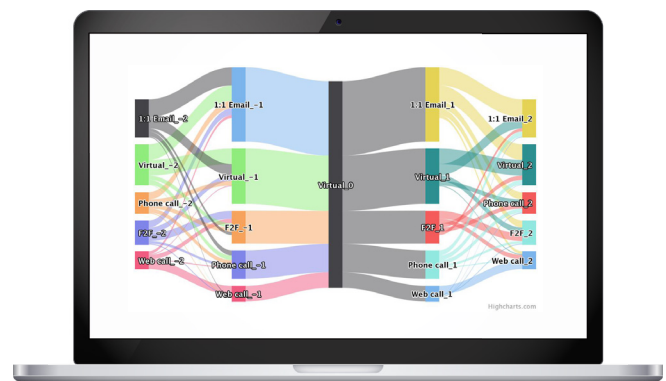
Campaign measurement challenges

HCPs today interact with different field representatives and marketing campaign tactics at various touchpoints throughout their buying journey. This makes it highly complex and cumbersome to analyze channel mix, measure campaign effectiveness, and correctly attribute customer success and business outcomes.

Visualize customer journeys end-to-end

IQVIA Customer Journey Analytics is the only industry-specific solution that enables life sciences sellers and marketers to visualize customer interactions across promotional events as a holistic dashboard or in graphical format.

For example, an HCP may have attended a phone call prior to registering for a webinar. After the webinar, the HCP participated in a face-to-face meeting. Our algorithm transforms raw CRM data on these and other individual touchpoints into an easy-to-understand diagram that shows how customers sequentially flow through the buying journey.



UNDERSTAND CAMPAIGN ACTIVITY IN DETAIL



Determine the exact campaign activity before and after an event



Understand the number of days elapsed between each campaign activity



Drill into granular details on campaign activity by customer segment and territories

Deliver personalized, consumer-like experiences

HCPs require personalized experiences with the right field resource at the right time, via the right channel.

- **Right field resource:** Multiple field resources play unique roles across the HCP buying journey: medical science liaisons for driving better scientific understanding, sales for treatment, field reimbursement for billing, patient support for monitoring.
- **Right timing:** HCPs are more pressed for time than ever. Physicians often engage in 10–15-minute bursts that fit into their schedule, so it is critical to deliver relevant, customized messages at optimal times for maximum impact.
- **Right engagement:** Deliver consumer-like experiences. To drive efficient engagement, content needs to be delivered through the right channel with the right messages. These messages are targeted, delivered virtually or in-person, and informed by data.

Optimize campaigns and improve return on investment



Channel optimization

Gain clarity into channels valued by customers and bottlenecks disrupting the customer journey



Cost savings

Realize cost savings by intelligently optimizing investment across channels



Greater productivity

Improve sales and marketing productivity



Omnichannel experiences

Deliver customized omnichannel customer experiences that drive revenue

Why IQVIA

IQVIA integrates additional analytics with IQVIA Orchestrated Customer Engagement and external CRM systems to provide powerful reporting and visualization capabilities. With IQVIA Customer Journey Analytics, you can empower sales and marketing teams to optimize customer engagement and improve financial performance.