

# Integrated Meet and Exceed Needs: How to Deliver an Integrated Customer Engagement Experience

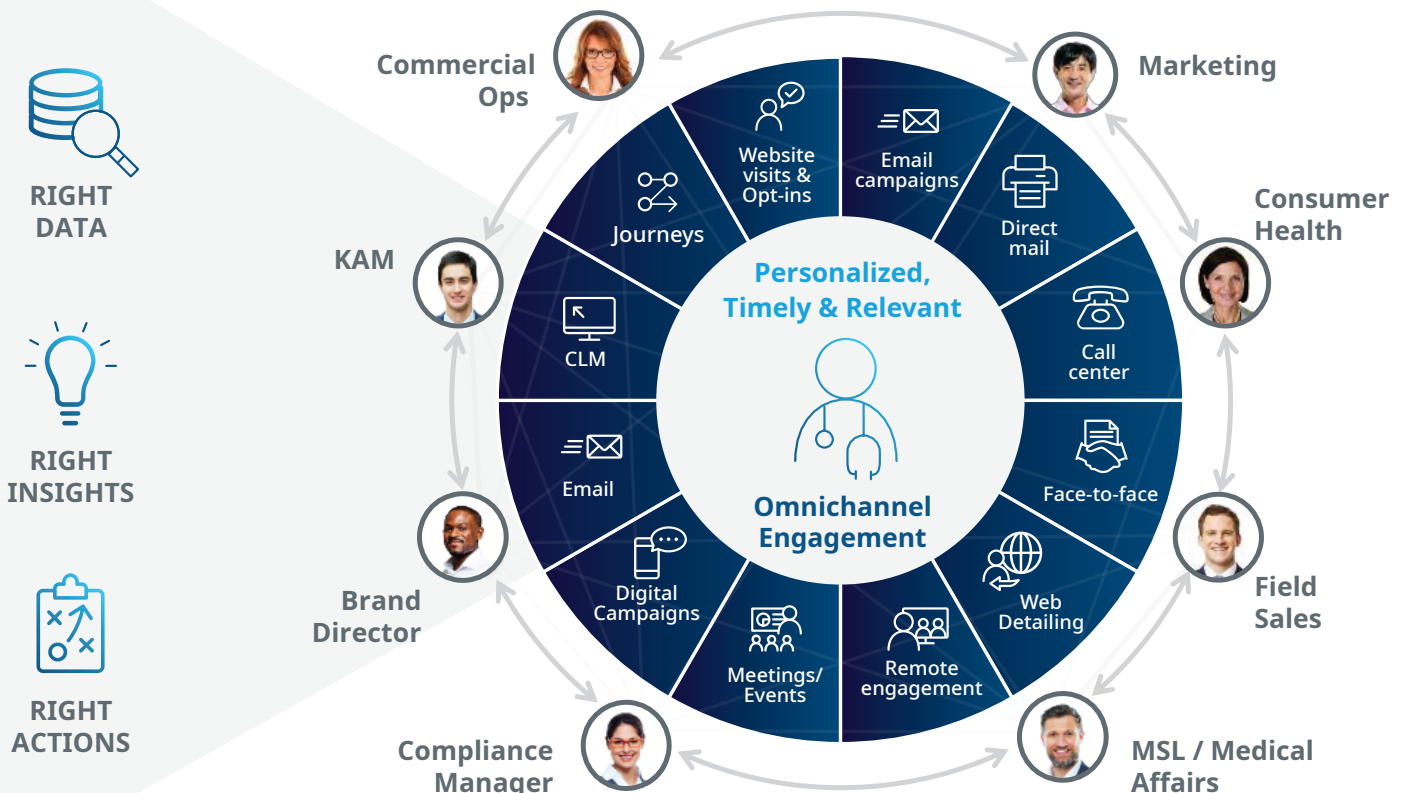
*Highlights from TechIQ Europe 2022*

TechIQ Europe 2022's first Customer Engagement breakout session featured Andrea Bean from Vifor, Eric Doucet from Pierre Fabre, and Hartmann Estruch from Zambon speaking to the latest methodologies of engaging customers and prospects effectively across communications channels. Here are some highlights.

IQVIA's Vice President, Customer Engagement Technology Emiliano Gummati opened the session by




reviewing pharma marketing's ongoing transition away from generic engagement models toward personalized experiences. The new state of the art is one in which networks of personal and digital channels are used to provide content most important to prescribers according to the time and channel they prefer. To achieve it, IQVIA deploys an engagement model that relies on Connected Intelligence™ to place individuals at the center of every interaction, regardless of the marketing stakeholder.

## IQVIA's Commercial Ecosystem centers on the HCP to leverage data, insights and actions



Andrea Bean, Head of Commercial Excellence – CSL Vifor was the first presenter, speaking on that organization’s journey toward a new integrated customer engagement approach. CSL Vifor is a member of the CSL family and focuses on iron-deficiency and nephrology products.

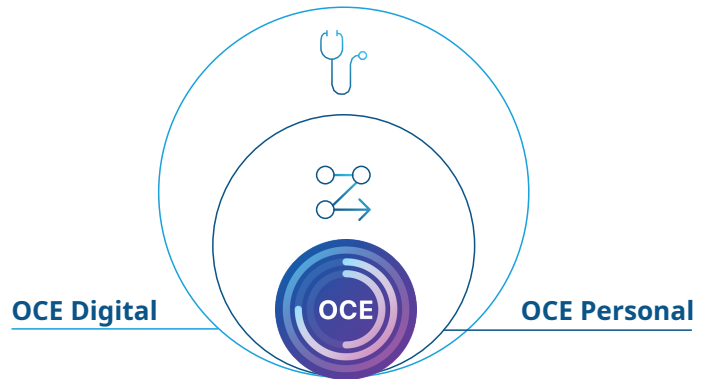
Andrea spoke to the challenges of launching four brands in two years across more than 35 markets in an environment of growing price pressure, accelerated movement toward digitalization and the use of digital tools, and the restriction of rep access to customers. By aligning to specific customer needs for access to unbiased information on demand, personalized content, and access to real-time support, CSL Vifor saw benefits including:

	<b>4-8% Sales lift</b>
	<b>5-10% Reduction in selling expenses</b>
	<b>~30% Increased customer retention</b>

The next presenter was William Vandamme, Digital Marketing & Business Data Director, IBSA, who spoke on the use of IQVIA’s OCE Personal and Digital to enhance the customer experience. With over 2,000 employees in 80 countries, IBSA focuses on products related to fertility, hyaluronic acid and galenic innovation.

William reviewed how an IQVIA ecosystem is deployed within IBSA Pharma, and then provided additional detail on how OCE is providing a 360° view of HCP touchpoints as well as facilitating the delivery of professional events via automation.

## IBSA-IQVIA ecosystem



- Omnichannel journeys
- Customized emails campaigns
- Automation based on OCE personal customer information
- Orchestrated customer engagement: sales rep, MSL, marketing
- Closed-loop marketing capabilities
- Compliant field emails
- Remote calls

The final morning presenter was Hartmann Estruch, Commercial Excellence Director – Iberia for Zambon. Founded in 1906 as a chemical/pharmaceutical company, Zambon’s therapeutic areas include pain, neurological, respiratory and urology products commercialized in 87 countries. Hartmann noted pharma’s relative lack of digital maturity compared to other industries, citing McKinsey data showing pharma with a global digital quotient score lagging behind other major sectors including insurance, banking and telecommunications.

Zambon is also relying on OCE Personal and OCE Digital to support its vision of a journey toward customer value.



Critical success factors cited by Hartmann included:

- Advance KPIs and data analysis to gain more insights
- Upskill the sales force toward omnichannel
- Find the most efficient and profitable mix of traditional and digital
- Understand what customers want
- Content is crucial for digital activities
- Evolve CRM platforms to be closer to customers integrating other digital touchpoints

To learn more about the ways IQVIA is helping leading organizations create integrated customer experiences, [visit us today.](https://www.iqvia.com/technologies)