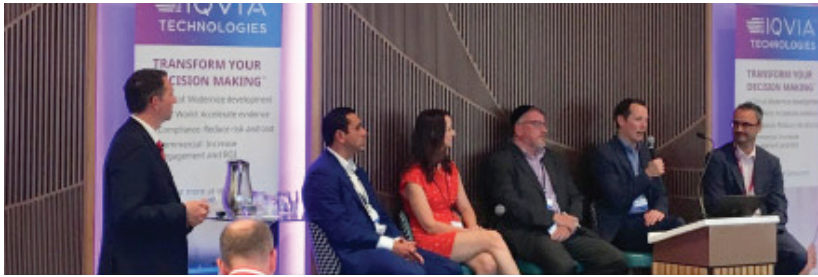


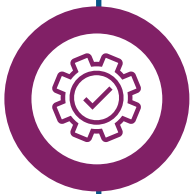
2019 UK TECHNOLOGIES EVENT



During the event, we discussed how digital and Artificial Intelligence (AI) are redefining what “good” looks like in customer engagement.

Throughout the day we were pleased to see a high level of engagement and strong emphasis on four underlying key considerations: Application, Culture, Journey and Trust.

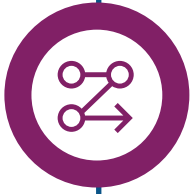
- 50+ Attendees
- 20+ Companies represented
- Industry speakers
- Solutions demos
- Networking
- Event rating ★★★★★



APPLICATION

A priority across customers is identifying and **tackling relevant business problems** with digital and AI.

Executing these strategies will be enabled by agile teams that learn fast, collect proof points and leverage to gain buy in before scaling.



JOURNEY

Ensuring patients are at the core of planned activities by considering the entire journey – and not just the customer!

Building operating models that consider technology as an enabler of the journey.



CULTURE

Providing people first approaches that plan for and **empower the necessary shifts in mindset** for driving technology buy-in.

Exploring and strategising how novel tech will impact roles, processes and culture.



TRUST

As wearable trends increase, it is clear patients hold the key to achieving the value AI can offer, as it is their data that is the most valuable for companies to understand!

Questions about **ownership of data and ethical access** remain, proving the need to demonstrate tangible value.

What are the biggest barrier(s) to embedding a digital customer engagement strategy?

- 60%** Poor business processes
- 58%** People, skills & experiences
- 40%** Low visibility of campaign impact
- 38%** Lack of channel permissions
- 29%** Not enough customer level data
- 25%** Customer journey planning
- 13%** Channel integration & access

What are the main digital and customer engagement challenges?

- 1** Change Management/Mindset
- 2** Capability
- 3** Costs
- 4** Ethics and Compliance
- 5** Personal Impact

“More on [non-identified] patient data, analytics and AI...Very interesting, would be good to see evidence of AI in practice”

“I want examples of success stories relating to data, analytics, AI and consequent insights/ recommendations”

Looking forward to the next edition in 2020

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Or visit us at iqvia.com