OMNICHANNEL DATA FOUNDATION:

CHALLENGES & SOLUTIONS TO ENABLE A SUCCESSFUL CUSTOMER EXPERIENCE

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View

OMNICHANNEL DATA FOUNDATION: CHALLENGES & SOLUTIONS TO ENABLE A SUCCESSFUL CUSTOMER EXPERIENCE

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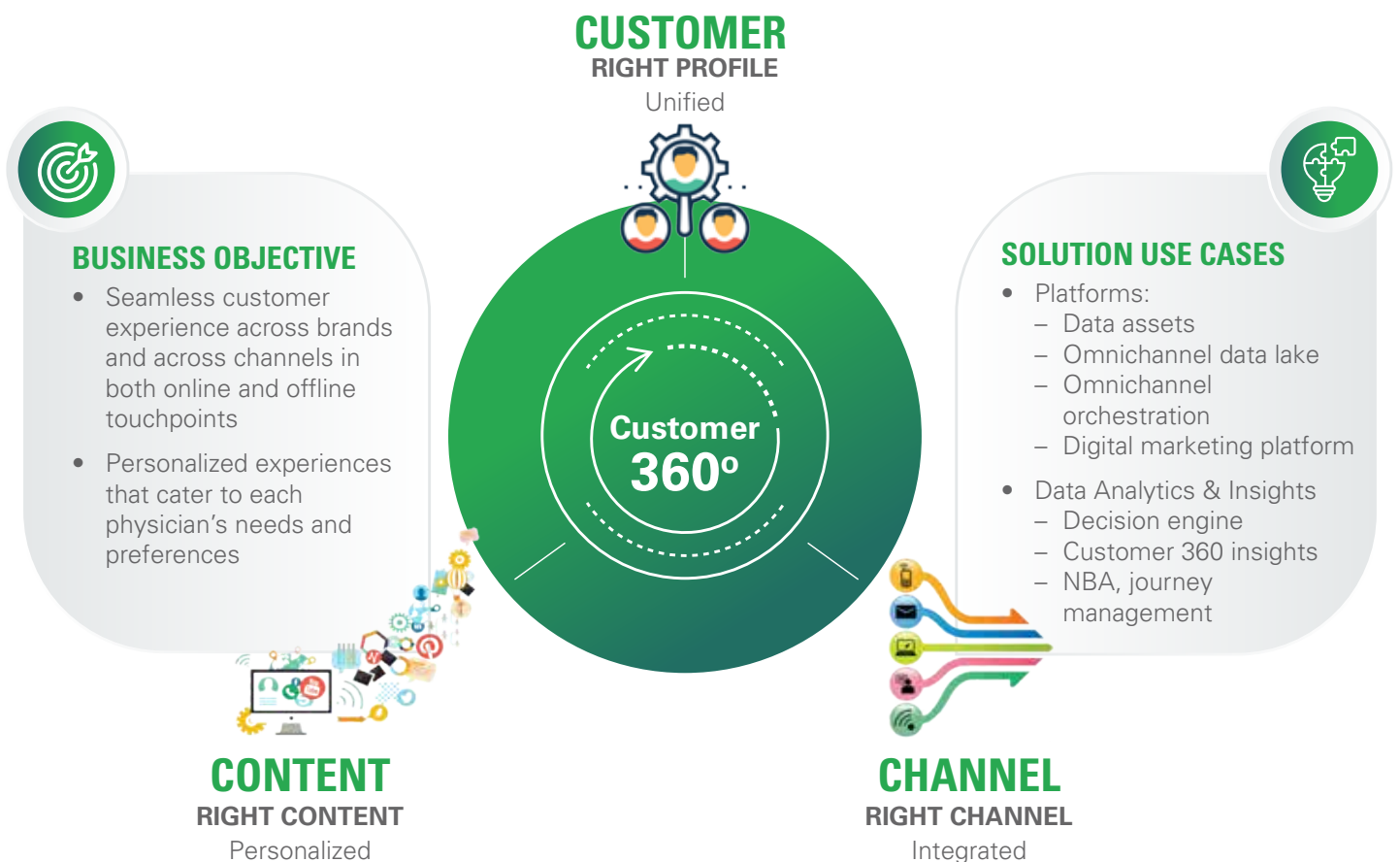**Swati Mehta,** Director, Information Management

One of the key challenges for pharma companies in the digital era is to effectively engage with customers across multiple channels and deliver personalized and consistent messages. Omnichannel marketing aims to provide a seamless and integrated customer experience, regardless of the channel or device used.

Pharma companies now recognize and appreciate value of omnichannel digital transformation to its business. To get maximum return-on-investment (ROI) of omnichannel programs, the key building blocks must be data foundation and business insights. Across top pharma companies, we have seen a series of omnichannel

transformation initiatives, such as a next-generation data platform, an AI-driven decision engine, marketing automation platforms, and more.

This point-of-view article addresses the key business challenges, solutions, and guidelines necessary to enable a successful omnichannel insights and analytics program.

FIGURE 2: HOW TO ALIGN BUSINESS OBJECTIVES AND SOLUTION USE CASES TO ENABLE A CUSTOMER 360 VIEW?

CUSTOMER
RIGHT PROFILE
Unified

BUSINESS OBJECTIVE
- Seamless customer experience across brands and across channels in both online and offline touchpoints
- Personalized experiences that cater to each physician's needs and preferences

Customer 360°

SOLUTION USE CASES
- Platforms:
  – Data assets
  – Omnichannel data lake
  – Omnichannel orchestration
  – Digital marketing platform
- Data Analytics & Insights
  – Decision engine
  – Customer 360 insights
  – NBA, journey management

CONTENT
RIGHT CONTENT
Personalized

CHANNEL
RIGHT CHANNEL
Integrated

Source: Axtria, Inc.

OMNICHANNEL SOLUTIONS FOR ENTERPRISE

To enable a successful omnichannel ecosystem and handle business challenges, it is essential to align the company's strategies at the wider enterprise level. This alignment helps omnichannel programs run in a more orchestrated fashion across brands, business units, and global affiliates.

FIGURE 2: ALIGNING BUSINESS AND SOLUTION STRATEGIES WILL CREATE A SUCCESSFUL OMNICHANNEL PROGRAM.

OMNICHANNEL BUSINESS STRATEGIES

- Clear omnichannel strategies across business units and global MarTech users
- Alignment on business use cases

ALIGN DATA & OMNICHANNEL SOLUTION STRATEGIES

- Define a data strategy that meets the business priorities
- Dedicated omnichannel data ecosystem
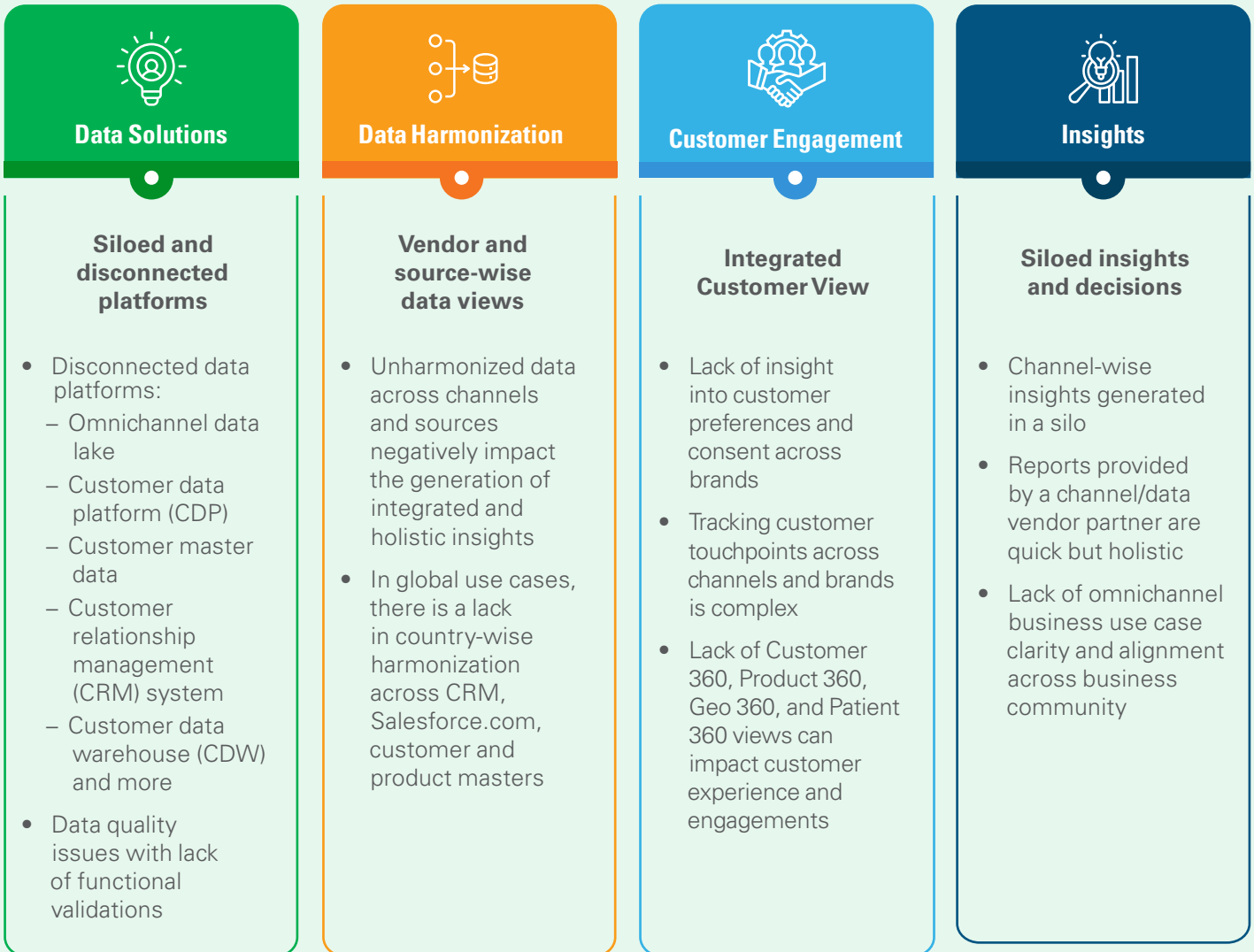- Use case-focused omnichannel data hub

Source: Axtria, Inc.

KEY CHALLENGES PHARMA COMPANIES FACE WITH OMNICHANNEL SOLUTIONS

Pharma companies invest significant expenditures on an omnichannel setup and orchestration. Despite that outlay, they will still run into several challenges in enabling the right data platform. Through its extensive consulting and assessment experience, Axtria has observed multiple pharma clients navigate hurdles, such as:

FIGURE 3: AXTRIA HAS ASSESSED AND CONSULTED VARIOUS GLOBAL PHARMA COMPANIES TO DEFINE AND NARROW DOWN KEY CHALLENGES FACED BY BUSINESS AND IT TEAMS TO ENABLE A SUCCESSFUL OMNICHANNEL PLATFORM.

Data Solutions	Data Harmonization	Customer Engagement	Insights
Siloed and disconnected platforms	**Vendor and source-wise data views**	**Integrated Customer View**	**Siloed insights and decisions**
• Disconnected data platforms: – Omnichannel data lake – Customer data platform (CDP) – Customer master data – Customer relationship management (CRM) system – Customer data warehouse (CDW) and more • Data quality issues with lack of functional validations	• Unharmonized data across channels and sources negatively impact the generation of integrated and holistic insights • In global use cases, there is a lack in country-wise harmonization across CRM, Salesforce.com, customer and product masters	• Lack of insight into customer preferences and consent across brands • Tracking customer touchpoints across channels and brands is complex • Lack of Customer 360, Product 360, Geo 360, and Patient 360 views can impact customer experience and engagements	• Channel-wise insights generated in a silo • Reports provided by a channel/data vendor partner are quick but holistic • Lack of omnichannel business use case clarity and alignment across business community

Source: Axtria, Inc.

Siloed and disconnected data solutions can significantly hinder omnichannel implementation for a pharmaceutical company. Without a unified view of customer data across all channels, it becomes challenging to deliver a seamless and consistent experience to healthcare providers (HCPs) and patients. This fragmentation leads to disjointed experiences and missed opportunities for engagement.

Moreover, siloed data makes it difficult to track and measure the effectiveness of marketing campaigns across different channels. It inhibits the ability to gain insight into customer preferences, behavior, and interactions, which are essential for optimizing marketing strategies and improving ROI.
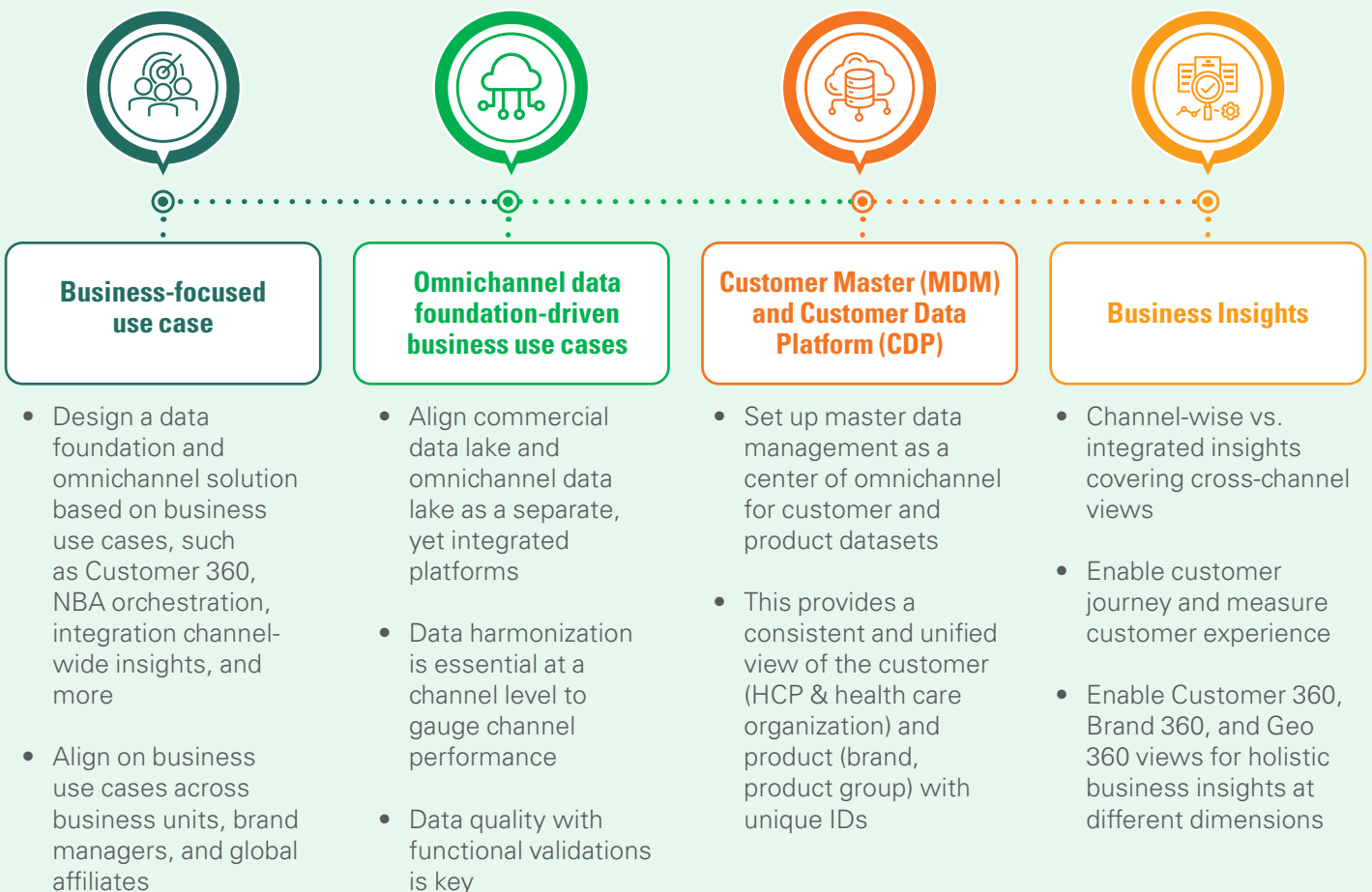
HOW TO APPROACH A SUCCESSFUL OMNICHANNEL PROGRAM?

Given the challenges mentioned above, omnichannel programs need a very focused approach. It requires defining the use cases for both the program and the data/insights platform. This approach increases the likelihood of success when industrializing—or scaling—omnichannel programs for pharma companies.

There are four main concepts to ensure a successful, next-generation omnichannel program:

FIGURE 4: THE FOUR MAIN PILLARS TO ENSURE A SUCCESSFUL, NEXT-GENERATION OMNICHANNEL PROGRAM.

Business-focused use case

- Design a data foundation and omnichannel solution based on business use cases, such as Customer 360, NBA orchestration, integration channel-wide insights, and more

- Align on business use cases across business units, brand managers, and global affiliates

Omnichannel data foundation-driven business use cases

- Align commercial data lake and omnichannel data lake as a separate, yet integrated platforms

- Data harmonization is essential at a channel level to gauge channel performance

- Data quality with functional validations is key

Customer Master (MDM) and Customer Data Platform (CDP)

- Set up master data management as a center of omnichannel for customer and product datasets

- This provides a consistent and unified view of the customer (HCP & health care organization) and product (brand, product group) with unique IDs

Business Insights

- Channel-wise vs. integrated insights covering cross-channel views

- Enable customer journey and measure customer experience

- Enable Customer 360, Brand 360, and Geo 360 views for holistic business insights at different dimensions

Source: Axtria, Inc.

1. Create business-focused use cases.

A business-focused use case should align with the enterprise's overall objectives. Clearly defining the use cases will result in a structured framework that shows the various stages of a customer journey and identify the touchpoints where engagement is most critical. By defining use cases, pharma companies can design an omnichannel solution that fits best at each stage, from awareness to engagement to conversion. The most common use cases are:

- Customer 360 view
- Brand 360 view
- Next best action
- Orchestration engine enablement

Business-focused use cases will also give pharma IT teams and consulting partners a vision of enabling the right data platform, orchestration engines, and insight dashboards. Clear

articulation of the use cases helps ensure compliance with regulatory requirements, such as data privacy laws and industry regulations. It's plain to see that a data-driven approach enables pharma companies to make better-informed decisions for better ROI.

2. Use those business use cases to rationalize the creation of an omnichannel data foundation.

This consists of three parts: the foundation, data harmonization, and data quality.

i. Commercial Data Foundation
Extensive use of social and digital media has led to increased data volume, which can be daunting for marketing and sales leaders to manage. A commercial data lake foundation allows for centralized storage and harmonization of vast data coming from various sources

such as sales, marketing, supply chain, clinical trials, and patient data to enable harmonized views at customer, geography, and brand levels.

A commercial data foundation will encompass holistic information across brands and sales teams. A commercial data foundation is therefore a cornerstone in use cases such as Customer 360. The foundation is made up of two major data platforms: omnichannel data and commercial data.

- **Omnichannel data model:** Enables integrated customer interaction data covering digital, non-personal, and personal promotional interactions.
- **Commercial data model:** Enables integrated commercial sales operational data to provide a sales execution view across customers.

FIGURE 5: A SOLID DATA FOUNDATIONAL LAYER WITH MULTIPLE SOURCES WILL ALLOW SALES AND MARKETING TEAMS TO DESIGN A SUCCESSFUL OMNICHANNEL ORCHESTRATION.
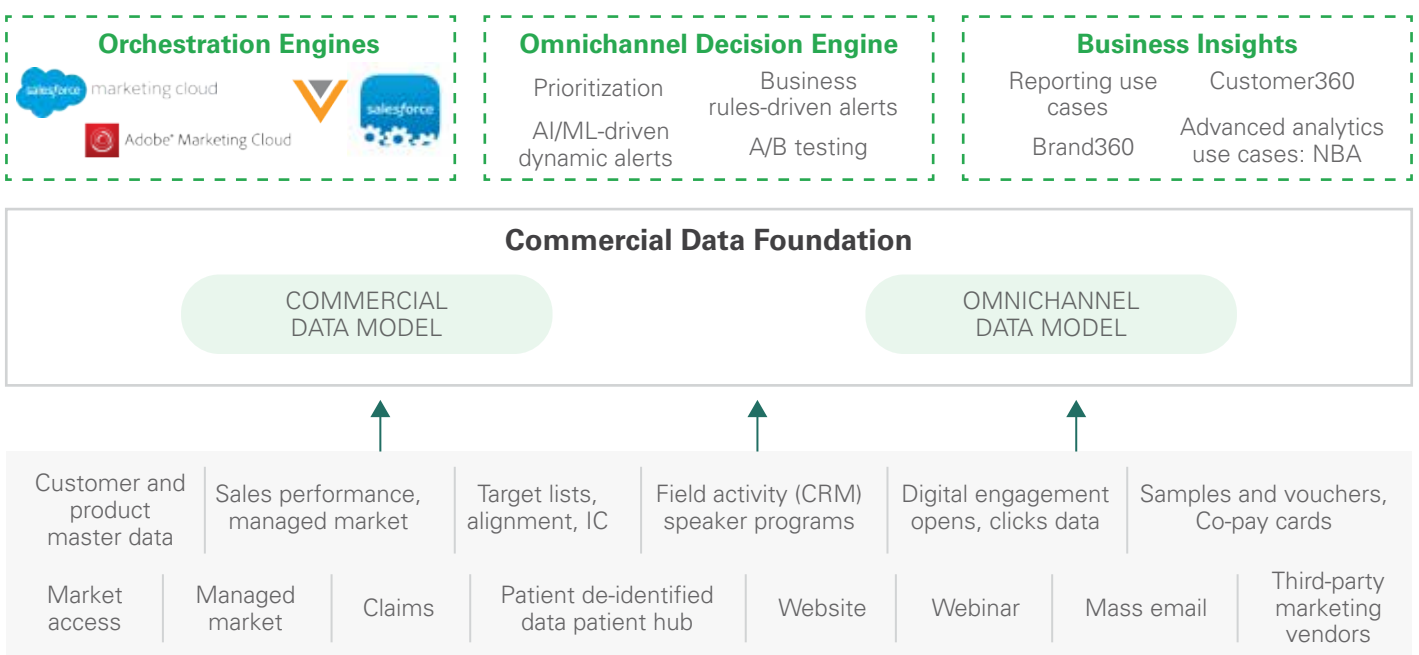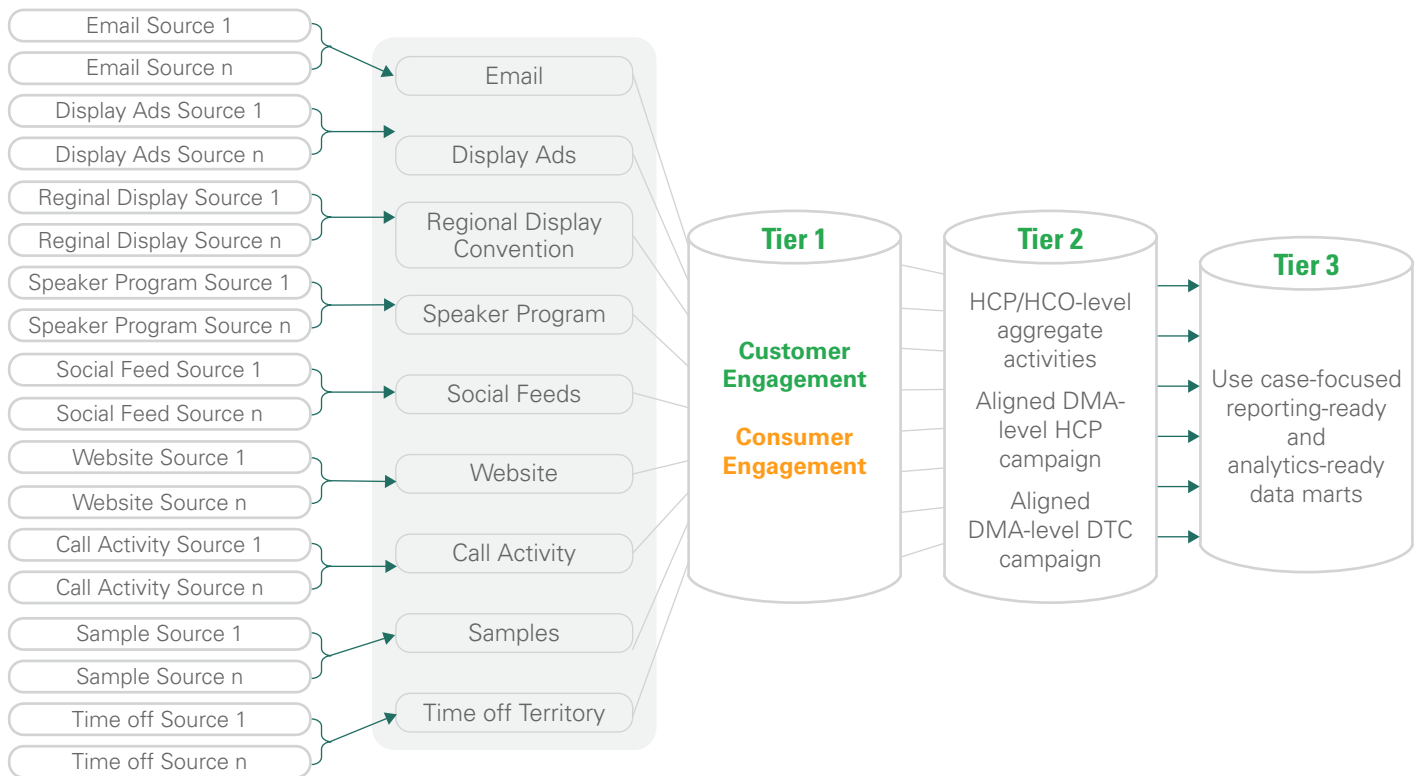

Source: Axtria, Inc.

ii. Data harmonization:

Another important business use case for a data foundation is to ensure consistency, accuracy, and data interoperability between channels and geographies. By harmonizing data, pharma organizations can provide a seamless experience for customers across different channels. This process involves capturing multiple vendors' datasets, blended into a single pipeline and common data model. For example, call interactions from differing customer relationship management sources (like Veeva and Salesforce) can converge into a common data model to provide unified and integrated views of customer and brand-level interactions.

FIGURE 6: THE DATA HARMONIZATION PROCESS.

Source: Axtria, Inc.

iii. Data quality: The absence of consistent data ingestion and standardization leads to inaccurate insights, poor measurement of promotional channel success, and threatens the ROI. When faced with such challenges, expertise in ingesting, managing, and processing data is essential to gain actionable insights.

3. Enable a customer master data management (MDM) system and a customer data platform (CDP).

While omnichannel programs focus on enhancing the customer experience, enabling a single, trustworthy source of customer data is paramount. Each HCP, healthcare organization (HCO), and patient should be assigned a unique customer identifier to track their specific journey. This helps avoid repetition of efforts, such as sending the same promotional message due to duplicate profiles. A master data management (MDM) platform is one of the principal solutions a pharma company should consider for enabling a single source of customer data truth.

A customer-based MDM will also improve targeting and segmentation. Clear identification of the customer's

journey will allow marketing teams to tailor efforts and boost the relevance and effectiveness of their campaigns.

Along with a customer-based MDM, a key consideration should be a customer data platform (CDP). This pulls profiles from different channels, applications, websites, and social media to create a unified, real-time profile. The process involves using cookies, IP addresses, and mobile device IDs before the customer enrolls in a marketing program and sharing their profile data for mastering. Pharma companies should consider a CDP carefully, before assuming it will be the last part of an omnichannel data foundation. CDPs are optimized to manage digital commerce websites.

- For companies that have a high amount of consumer website traffic, a CDP is a no-brainer.
- However, the business case for a CDP is quite weak for companies focused on HCPs with tiny, identified visitor numbers, a focus on the F2F channel, or long buying cycles.

4. Accelerate omnichannel programs with business-focused insights.

As business, brand, and marketing teams craft and execute their campaigns, they need highly focused business insights. These insights should cover individual channels as well as cross-channel results. Here's how business insights can support omnichannel programs:

- **Customer journey mapping:** Touchpoint history data can provide insights into customer behaviors across different channels. It can help businesses map out the entire marketing program.

- **Channel performance analysis:** By analyzing each channel individually, businesses can identify strengths, weaknesses, and opportunities for improvement within those channels.

- **Multiple 360° views:** A Customer 360 profile provides comprehensive insights on interactions, preferences, and behaviors on an individual level. Geography 360 and Brand 360 views provide performance metrics at those levels, revealing trends in the market as a whole.

PHARMA BENEFITS FROM OMNICHANNEL ANALYTICS

Leveraging data analytics and machine learning (ML) algorithms to tailor interactions with HCPs can offer pharma companies several advantages:

- Reach a wider audience, including those who are more digitally inclined.

- Better tracking and measuring of their campaigns' impact, allowing for more informed decision-making.

- Maintain brand consistency and build stakeholder trust and credibility by aligning messages across online and offline channels.

What makes an omnichannel solution so appealing is that all types of information can enhance outreach. For example, purchasing and prescribing history, demographics, and healthcare behavior can help segment customers—whether that data was collected online or offline. Segmentation can even be based on treatment history and preferences, thanks to the details obtained in an omnichannel setup. Tailored content and personalized messages can be adjusted to meet each segment's specific needs.

Next-generation omnichannel solutions include the next-generation of artificial intelligence: generative AI. With this, content can be created dynamically. It will analyze customer behavior across channels, craft hyper-personalized content, and deliver it to the customer in real time. Ultra-specific subject matter can also be generated for HCPs through clinical data insights, summarized research findings, and educational materials relevant to their current patient roster.

The benefits extend to the field force as well. When detailing efforts are focused on the most receptive channels for each customer, sales representatives achieve higher conversion rates and are more effective in influencing prescribing behavior. Optimizing detail channels will save costs by preventing resources from being wasted on less effective methods.

The customer is equally important in the process, and gathering their feedback will continuously improve personalized message generation. The customer is the final arbiter on whether the communication efforts have been relevant and effective. By employing effective personalized content and optimized detail channels, a next-gen omnichannel solution will boost a pharma organization's customer-centric approach. This leads to better engagement, stronger relationships and trust, and improved health outcomes.

CASE STUDY

A top US pharma company started its journey towards a global omnichannel solution, aiming to synergize its touchpoints, messaging, and delivery timing across online and offline channels. However, this journey happened in bits and pieces, parallel with other business priorities. Since it hadn't defined its omnichannel business use cases, operating an omnichannel data hub solution became too complex and impossible to scale. That left the company without a way to bring in new marketing channels and partners, resulting in lost business.

The pharma company wanted to transform the global omnichannel solution by performing a robust techno-functional assessment. It sought to enable a solid omnichannel ecosystem foundation, serving up advanced capabilities such as orchestration, next best action, and reporting.

Axtria partnered with the company's business and IT teams to inspect the existing global omnichannel solution, digital and customer relationship management data assets, nuances, and omnichannel use cases. Axtria assessed the existing omnichannel data lake ecosystem across more than 50 countries, along with multiple digital channels and sources. Following an exhaustive analysis, Axtria recommended a data-driven, scalable solution focused on omnichannel use cases to bring harmonization and scalability to the company's existing system. In addition to solving its needs, our approach saved the company's initial investment in the solution.

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Founded in 2010, Axtria is a global provider of award-winning cloud software and data analytics to the life sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments. Our cloud-based platforms - Axtria DataMAx™, Axtria SalesIQ™, Axtria InsightsMAx™, Axtria MarketingIQ™, and Axtria CustomerIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations.

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