

Making
strategy
happen.

CUSTOMER CENTRICITY

Delivering Customer Value through Strategic Alignment

INDUSTRY TRENDS AND IMPLICATIONS

In today's marketplace, the customer is king. With an increased ability to communicate and access information, customers now influence the overall experience more than ever.

One of the most dramatic customer shifts has been in the life science industry. The balance of influence and the roles of payer, patient, provider, and even key suppliers, are being redefined as the industry adjusts to tectonic shifts, including The Affordable Care Act, rapid advances in genetics and precision medicine, new forms of competition, ever-changing regulations, and a patient community that readily turns to the Internet for their healthcare learning.

SHIFTING MINDSET

With so many moving parts to consider, how do life science companies respond to this new environment? Shifting the organization's mindset is a critical first step. This means, a change of perspective that will come to revolve around the highly tailored needs of the customer.

OLD APPROACH

- Thinking Inside – Out
- Customer-driven, push & pull marketing
- Balanced focus across Patient, Provider, Payer
- Sales Rep dominated
- OmniChannel Communication
- Intrusive experience
- Value through Solutions



NEW APPROACH

- Thinking Outside – In
- Customer – Centric, pull and push
- Balanced focus across customer types
- OmniChannel approach
- Portfolio of brands
- Designed, valued experience
- Solutions “beyond the pill”

PARTNERING FOR SUCCESS

Supporting the development of customer-centric strategies and executing through customer data decision-making, TayganPoint helps redefine the customer experience. Combining business transformation expertise with life science customer engagement experience, our approach harnesses customer wants and behaviors to significantly improve the overall customer experience which leads to real bottom line benefits. We partner with you to:

Develop Strategy › Analyze industry trends, clarify desired business outcomes, define business imperatives & strategic priorities, and build transformation roadmaps

Design the Customer Experience › Create customer journey maps, analyze drivers of customer satisfaction, design interaction points to achieve desired goals, and articulate impact on customer engagement models

Establish Governance › Evaluate alternative go-to-market models, prioritize investments, measure performance, identify best practices and deploy new capabilities

Track Performance › Articulate how business & customer imperatives impact desired outcomes, define measures and metrics, install KPIs, evaluate performance, and improve operations

Manage Change › Incorporate a detailed transition management & communication plan to ensure swift, agile, enterprise-wide adoption

BENEFITS

Increase profitability through enhancing the customer experience with investments in the most meaningful interactions, concentrating on profitable revenue generation and expanding your share of the customer.

Improve quality and compliance through actionable customer and market insights, utilizing digital assets and capabilities globally, defining quality assurance (QA) standards and improving their controls.

Leverage scalable and flexible assets globally thus lowering promotional, personnel, and IT costs.

Improve alignment and operating efficiencies:

- Establish clear linkage with corporate and divisional strategy
- Proactively evolve capabilities via maturity models
- Align customer needs across development, manufacturing, market-facing, finance, and fulfillment functions
- Deliver accurate, accessible, and timely information
- Improve collaboration amongst marketing and sales

