

10 Principles for Orchestrating Field-Led Customer Journeys in Life Sciences

01

Shift the focus to touchpoints, messages, and content

- Rather than channel activity





02 Don't be too prescriptive

 Trust and empower your field force to know their customers and take the lead in delivering a personalized experience

03

Use marketing automation and next-best-actions as accelerators

 Balance investment in these areas and use them to help accelerate journey progression with relevant actions





04

Improve robustness of ladder of adoption measurement

 Moving beyond self-reporting ensures that the right messages are delivered to the right customers at the right time

05

Plan for cycles, not events

 Cycles are well understood by the field while events can be integrated within the planning cadence





06

Enable customer prioritization within journeys

 Align with sales on segmentation to be used with journeys and leave personas to guide content choice

07

Factor in capacity

 Even the perfect engagement plan will be ignored by field teams if it's not realistic within their existing sales cycle





08 Enhance the field team experience

- Consider the UX design of your solution

09

Systematically measure journeys

Shift journeys from PowerPoint and design them based on data within CRM





10 Make it scalable and cost-effective

 The most advanced approach will have limited impact if isolated to a few brands or markets



Unlock the full potential of field-led customer journeys by reading the full guide.

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