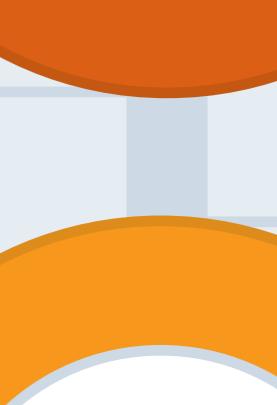


10 Principles for Orchestrating Field-Led Customer Journeys in Life Sciences

01**Shift the focus to touchpoints, messages, and content**

— Rather than channel activity

**02****Don't be too prescriptive**

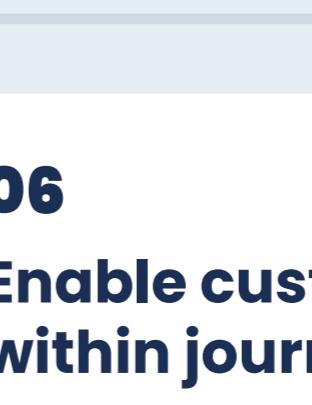
— Trust and empower your field force to know their customers and take the lead in delivering a personalized experience

**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**

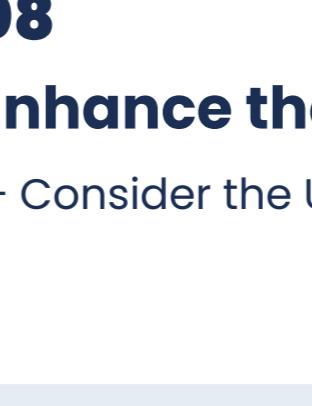
— Moving beyond self-reporting ensures that the right messages are delivered to the right customers at the right time

**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**

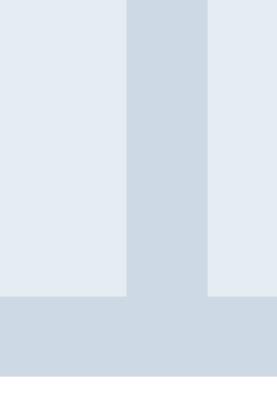
— Even the perfect engagement plan will be ignored by field teams if it's not realistic within their existing sales cycle

**08****Enhance the field team experience**

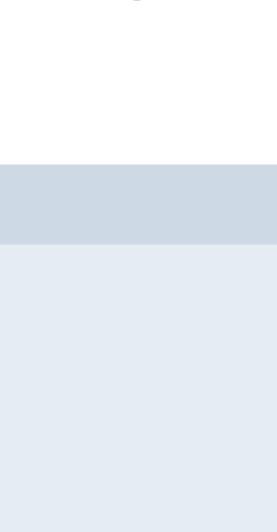
— Consider the UX design of your solution

**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](#).