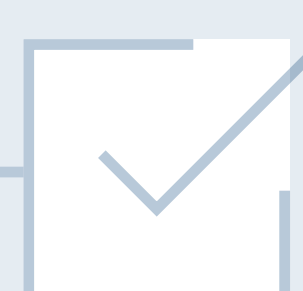
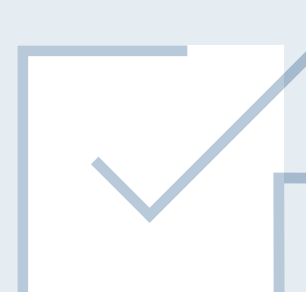


# 10 Principles for Orchestrating Field-Led Customer Journeys in Life Sciences

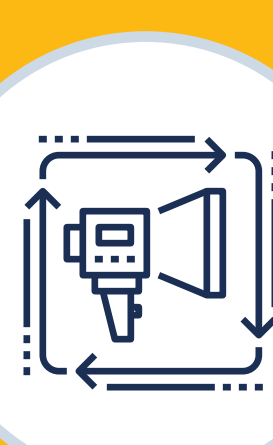
**01**  
**Shift the focus to touchpoints, messages, and content**  
— Rather than channel activity



**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



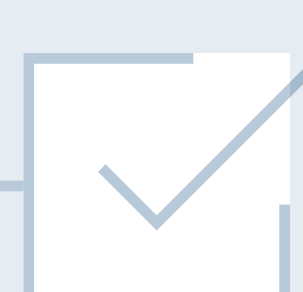
**03**  
**Use marketing automation and next-best-actions as accelerators**  
— Balance investment in these areas and use them to help accelerate journey progression with relevant actions



**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



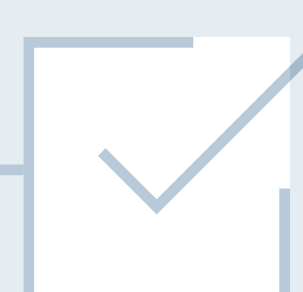
**05**  
**Plan for cycles, not events**  
— Cycles are well understood by the field while events can be integrated within the planning cadence



**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.**