

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



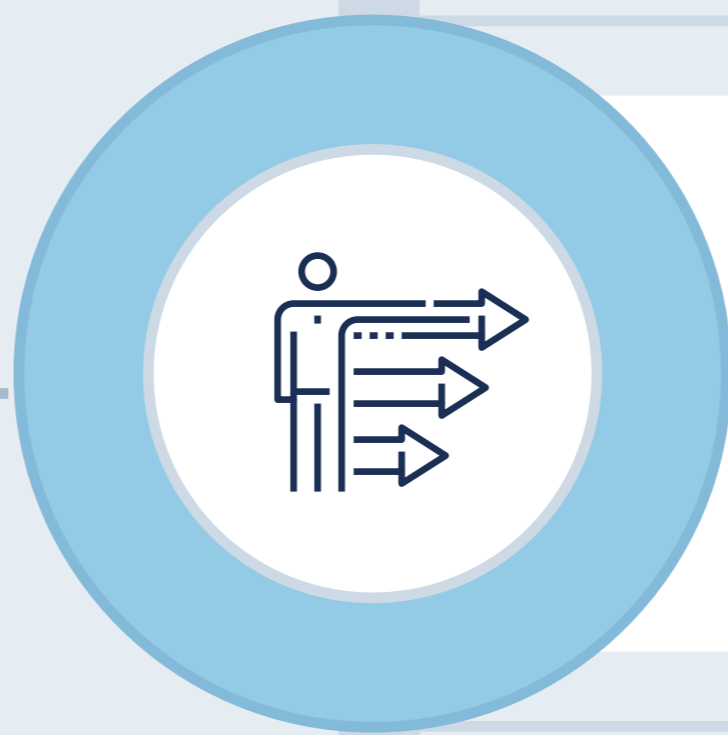
04
Improve robustness of ladder of adoption measurement
– Moving beyond self-reporting ensures that the right messages are delivered to the right customers at the right time



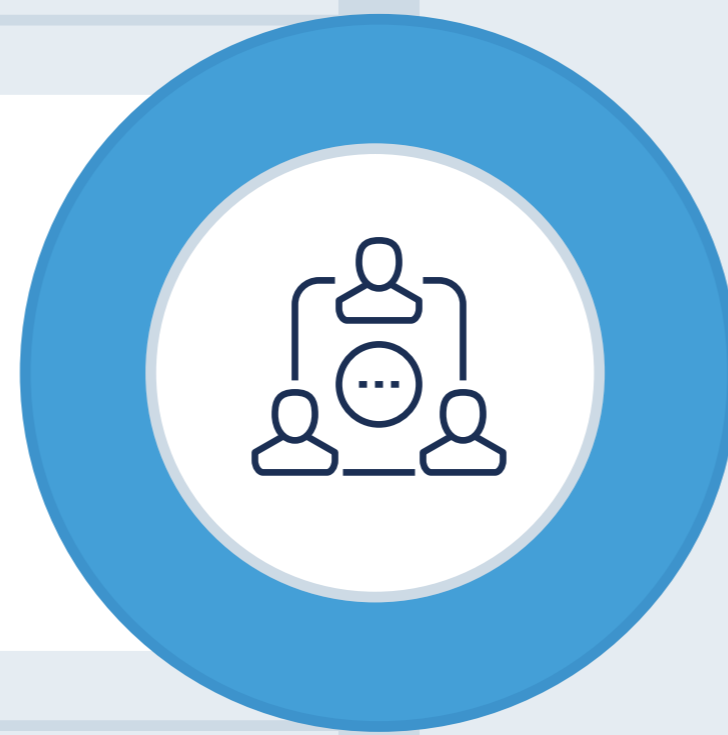
05
Plan for cycles, not events
– Cycles are well understood by the field while events can be integrated within the planning cadence



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.