Driving Commercial
TRANSFORMATION
to Deliver CX at Scale

CF2CX – Journey From Traditional Content Factory to Advanced Capability Center

Efficiency ▸ **Effectiveness** ▸ **Customer Experience**

Our engagement with most top pharmaceutical and biotech companies shows that there is a secular shift in the thinking about delivering Customer Experience (CX) to HCPs and patients. This is further accentuated in the digital reset we are projecting in the COVID-19 and post–COVID-19 environment. However, the challenge is twofold:

First, having a scalable mechanism for defining, quantifying, measuring, and establishing levers to stay ahead of evolving CX.

Second, having an enablement layer to bring complex and often siloed internal organizational processes, systems, people, and capabilities to be organized to deliver CX.

An important element binding across the customer engagement value chain is content, which in the traditional marketing context was delivered by setting up content hubs, centers of excellence, and digital factory operations. These constructs, which were fundamentally structured to deliver operating efficiencies in cost and speed, need to undergo transformation to evolve into an organizational capability to deliver data-driven CX. We see the transformation of content hubs and multichannel operation centers into CX capability centers through the following FOUR key enablers:

1 **"Shift Left"** through Modular Content, Content as Data, and ability for content to read the customer

2 **"Shift up"** through deployment of Customer Engagement Planning Frameworks, CX quantification, measurement and benchmarking, and the ability to pull through scalable global execution models

3 **Intelligent Operations at Scale** that enable integration of planning, content, campaign, and measurement processes through the use of broad-based operational expertise, data sciences, and technology

4 **Global-Local Alignment** – Global frameworks and local implementation of CX levers, combined with operational support flexibility configured based on market archetypes (sliding scale from full-thickness service to assisted services and self-service/uberized models)

As the CF2CX journey evolves, organizations will be able to further accelerate local adoption of global initiatives and innovation rapidly, and learnings from data-driven operations will help optimize the processes further to truly become an important enabler for commercial transformation.

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Vivek has over 25 years of experience in business leadership roles, including the last 9 years with Indegene. At Indegene, Vivek leads the Enterprise Marketing and Customer Experience business with responsibility for operations, capability building, thought leadership, and customer engagement. Vivek partners with clients to enable modern marketing and omnichannel operations, technology transformation, and optimization of digital supply chain and to deploy scalable, flexible, efficient, and high-throughput global operational capability.