



5 Things You Should Be Doing With Your Customer Journey Maps

// Is your company focused on customer experience (CX)? Have you developed a customer journey map with key impact moments and in-depth stakeholder personas? If you answered “yes” and “yes,” the next step is to integrate these deliverables into your brand-planning process and use them to inform key tactical solutions that will enhance your value proposition. But did you

Do we really think through how to deliver the most “connected” experience?

know these deliverables can also be

useful in ways you may not have even considered? Here are 5 important things you should be doing with your customer journey maps that can impact your business:

1

EMPOWER HCPS WITH PATIENT INSIGHTS THEY WOULD NEVER HAVE KNOWN // We’re all aware of

the broken dialog between HCPs and their patients. And for the most part, we’ve put the burden on the patient to repair this disconnect, with doctor discussion guides and wide-ranging tips

Begin charting a customer journey map for your brand's success. Contact David Zaritsky at dzaritsky@PulseCX.com to talk and review relevant case studies.

to help them make their HCP visits more productive. While these are all strong initiatives, our customer journey work has given us deeper insights on practical ways that HCPs can ensure increased comprehension of—and compliance with—their treatment recommendations. In fact, HCPs would probably give anything to know what we know about their patient’s mindset when they arrive for their office visit, and how they can use that knowledge to make each visit a more positive experience. Let’s convert our customer journey insights and patient personas into actionable tools, like “decision aids” that HCPs can use to foster a shared decision-making approach with their patients. The result will be more impactful interactions and improved health outcomes for their patients.

2

CREATE REAL-WORLD PATIENT EXPERIENCES TO TRANSFORM YOUR SALES FORCE

// Our sales reps go through in-depth training on the brand and the condition it treats, so they can tailor their conversations to the specific attitudes and behaviors of each HCP they engage. But do our sales reps truly understand the end-to-end journey our patients travel, and the many pain points they encounter along the way? And do they appreciate the full impact our brand can have on patients’ lives and those who love and care for them? A deep understanding of the patient journey can transform the way our reps deliver value to their customers. Think about the impact our reps can make when they are empowered with this information, and the confidence and trust they can establish with their customers. That’s why we should consider converting our customer journey maps into “experiential selling playbooks” for reps that provide a meaningful context and purpose for every resource they use with their customers. The result will be more relevant and impactful interactions with their HCPs.

3

TAILOR YOUR BRAND’S VALUE PROPOSITION TO UNIQUE STAKEHOLDER NEEDS

// We conduct extensive research to identify the most impactful messages for our customers and develop our brand value proposition. But does our messaging research really tell us how best to deliver these messages in the context of our customer’s journey and mindset? Would a deeper understanding help us create more relevance and therefore greater impact with our messages? The good news is that your customer journey work has already given you the information you need to enhance your brand’s value proposition and tailor it to your customer’s unique needs. So you’ll know exactly what the HCP’s mindset is during these key impact moments, and what we need to do to get their attention and make our value proposition more relevant.

Will telling an HCP about our superior efficacy data make a difference when they aren’t even convinced they should treat the condition? We can repeat the same messages over and over again, but they won’t drive the behavior change we desire until we make them relevant to where our customer is at this point in their journey.

4

TARGET YOUR SEARCH AND MEDIA PLANNING AROUND KEY IMPACT MOMENTS

// Is everyone satisfied with the performance of their search and media campaigns? If the answer is “no,” one of the reasons may be a “disconnected” experience, where the patient seeks specific information but is directed instead to a completely different resource. Are we using the appropriate tools to inform our plans, and do we really think through how to deliver the most “connected” experience? The customer journey work we’ve done can be the perfect tool to inform and optimize your search and media plans. We’ve identified key impact moments that present opportunities to deliver value against unmet needs that influences brand choice. We know what our customers’ needs are at that exact moment. Let’s use these insights to inform our keyword choices and where we send them. We can also use this information to enhance our digital media plan, allowing us to give our customers the support they need during these critical moments. The result will be a more connected experience for your customers...and greater impact from your search and media investments.

5

INVEST IN THE IMPACT MOMENTS WHERE YOU HAVE THE GREATEST OPPORTUNITY TO WIN

// Are you developing your brand forecast assumptions and working to identify your best investment opportunities? Are your efforts being driven by historical trends, benchmarks, and functional leader opinions? Anchoring your forecast assumptions and highest potential “leverage points” to your customer journey may serve you well. The customer journey map, when done correctly, should quantify how patients move through the various journey stages and identify key impact moments and/or leakage points. Quantifying the business potential of these key moments, and honestly assessing your ability to deliver value and influence brand choice, will help to clarify your investment choices. If you know that patients are discontinuing treatment due to lack of perceived efficacy after incorrect dose titration, you’ll need to address that problem before more new prescribers form a negative perception of your brand. Use your customer journey maps and impact moments to drive your key investments.

THERE ARE MANY MORE WAYS TO USE YOUR CUSTOMER JOURNEY MAPS. We just shared 5 that you may not have considered yet. By focusing on the customer experience and developing a customer journey map with key impact moments and in-depth stakeholder personas, you can impact every area of your organization.

Let’s discuss how your current or future customer experience (CX) work can be leveraged to solve your strategic challenges. If you’d like to see some CX case studies that are relevant to you and your team, and provide an interesting perspective on what other companies are doing in CX marketing, contact David Zaritsky at dzaritsky@PulseCX.com.