OSG

Case Study

Pharma

Creating Differentiation Within The Biosimilar Category By Defining The Key Drivers Of Customer Experience

How OSG's technology helped a pharma company stand out in their first foray into an already crowded category of biosimilar products, through stakeholder understanding and position and reputation management.

Product Highlight

o360

OSG o360 is our consumer targeting technology, built for identifying market needs through customer data. By tracking the omnichannel customer journey through structured and unstructured observations, our product can help identify jobs, outcomes, constraints, and benefits customers seek along their journey. By identifying these innovation corridors and testing, validating, and sizing them, our product can help create a continuous stream of innovations.

Executive Summary

Our customer wanted to understand the current loyalty to their brand in all categories, but especially to understand their impact on a certain biosimilar category that they hadn't marketed yet. They wanted to be accepted and perceived as a leading company for these products, so they came to OSG to analyze their corporate image, their stakeholder understanding, and their positioning in the marketplace. With OSG's technology and analytics, they could build a strategy for product and reputation management based on specific stakeholder needs, especially those currently unmet by existing products in the category.

OSG was tasked with two key objectives:

1

Understand the current loyalty to the client and to key competitors within immunology and oncology

2

Determine the drivers of stakeholders' satisfaction within biosimilars and to dimensionalize the key drivers of the customer experience
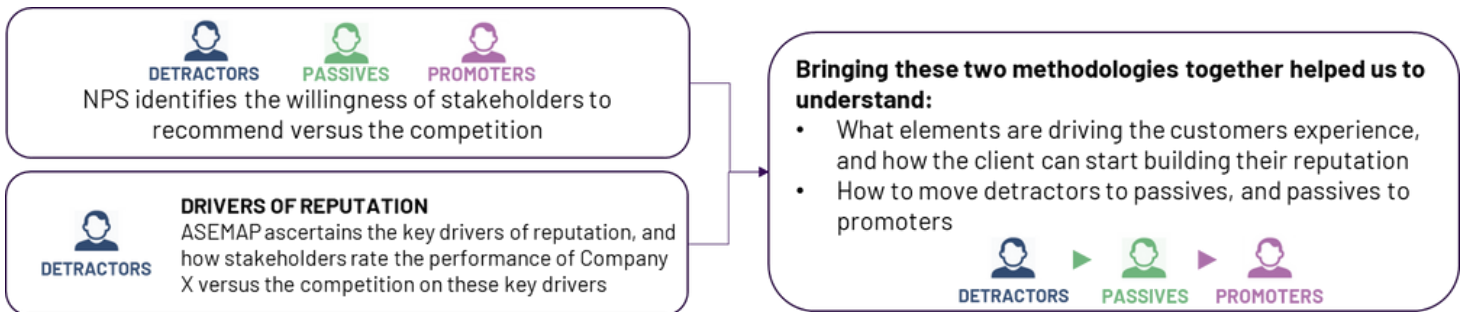
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Strategy

OSG's technology platform was employed for this analysis. We conducted cross-functional workshops with the global teams to develop a list of 30+ drivers of customer experience

An online survey was conducted with over 2000 potential customers globally. The sample included patients, physicians, and payors.

Net Promoter Score across a competitive set of companies was ascertained

The analysis focused on defining the key drivers of customer experience among Promoters and Detractors

DETRACTORS   PASSIVES   PROMOTERS
NPS identifies the willingness of stakeholders to recommend versus the competition

DRIVERS OF REPUTATION
DETRACTORS
ASEMAP ascertains the key drivers of reputation, and how stakeholders rate the performance of Company X versus the competition on these key drivers

Bringing these two methodologies together helped us to understand:
- What elements are driving the customers experience, and how the client can start building their reputation
- How to move detractors to passives, and passives to promoters

**DETRACTORS   PASSIVES   PROMOTERS**

Results

This analysis has resulted in a clear action plan for the client in terms of how to move customers from detractors to passives, and passives to promoters with OSG continuing to track and monitor this progress.

Most Important Drivers Of Choice	Score (n=1055)	Average Perceived Performance	Company Perceived Performance
Recognized for quality products	160	75%	74%
I trust	153	71%	68%
Offers significant value for the price	145	55%	44%
Driver A	140	54%	46%
Driver B	139	67%	60%
Driver C	129	67%	55%
Driver D	129	66%	63%
Driver E	128	69%	70%
Driver F	126	73%	68%
Driver G	113	63%	57%

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Results (cont.)

- The client was able to identify customers' loyalty to the company vs. the competition
- Drivers to focus on to increase client company's loyalty in each market were identified
- Perceptions of the client company vs. the competition on key drivers were captured and need gaps identified
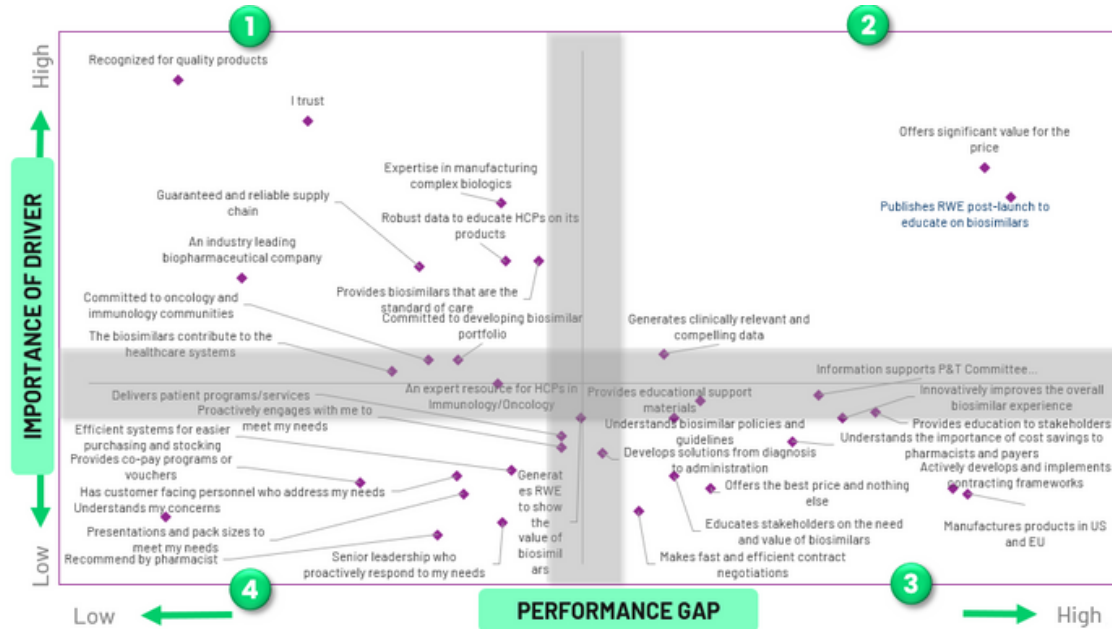
The Power of OSG Analytics

OSG is a global technology and analytics provider that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the "who" and the "what" and understanding the "how" and "why" behind their decision-making. OSG focuses on the 3E's, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through customer-centricity.

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