

Life Sciences Customer Experience Platforms (CXP) – Provider Compendium 2023

March 2023: Complimentary Abstract / Table of Contents



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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Introduction

The pandemic increased the need for more virtual and digital interactions between life sciences enterprises and customers. Enterprises realized that life sciences-specific CRMs were not built to natively support virtual and digital engagements on a large scale. Additionally, enterprise interactions with target customers were not aligned with customer needs and preferences owing to suboptimal customer data management and disparate engagement channels, among other platform limitations, leading to inconsistent customer experiences. Customer experience has become a top priority for enterprises and is pushing them to explore more experience-focused solutions/tools to augment traditional CRM functionalities. Therefore, the enterprise expectations and technology landscape has been evolving from a traditional CRM mindset to a CX mindset. To cater to these evolving customer expectations, life sciences enterprises are increasingly leveraging CX platforms that enhance the customer experience across multiple interaction touchpoints, spanning customer data management, content management, sales and marketing, and real-time analytics and insights.

In this research, we present an assessment of 18 life sciences customer experience platform providers featured on the [Life Sciences Customer Experience Platforms \(CXP\) PEAK Matrix® Assessment 2023](#). The assessment is based on Everest Group’s annual RFI process for the calendar year 2022, interactions with leading life sciences customer experience platform providers, client reference checks, and ongoing analysis of the life sciences customer experience platforms market.

This report includes the profiles of the following 18 leading life sciences customer experience platform providers featured on the Life Sciences Customer Experience Platforms (CXP) PEAK Matrix:

- **Leaders:** IQVIA, Veeva Systems, and Salesforce
- **Major Contenders:** Adobe, Axtria, Exeevo, MediaSoft, Microsoft, Oracle, Pegasystems, SAP, TikaMobile, TrueBlue, Zoho, and ZS Associates
- **Aspirants:** Creatio, Euris, and StayinFront

Scope of this report



Geography
Global

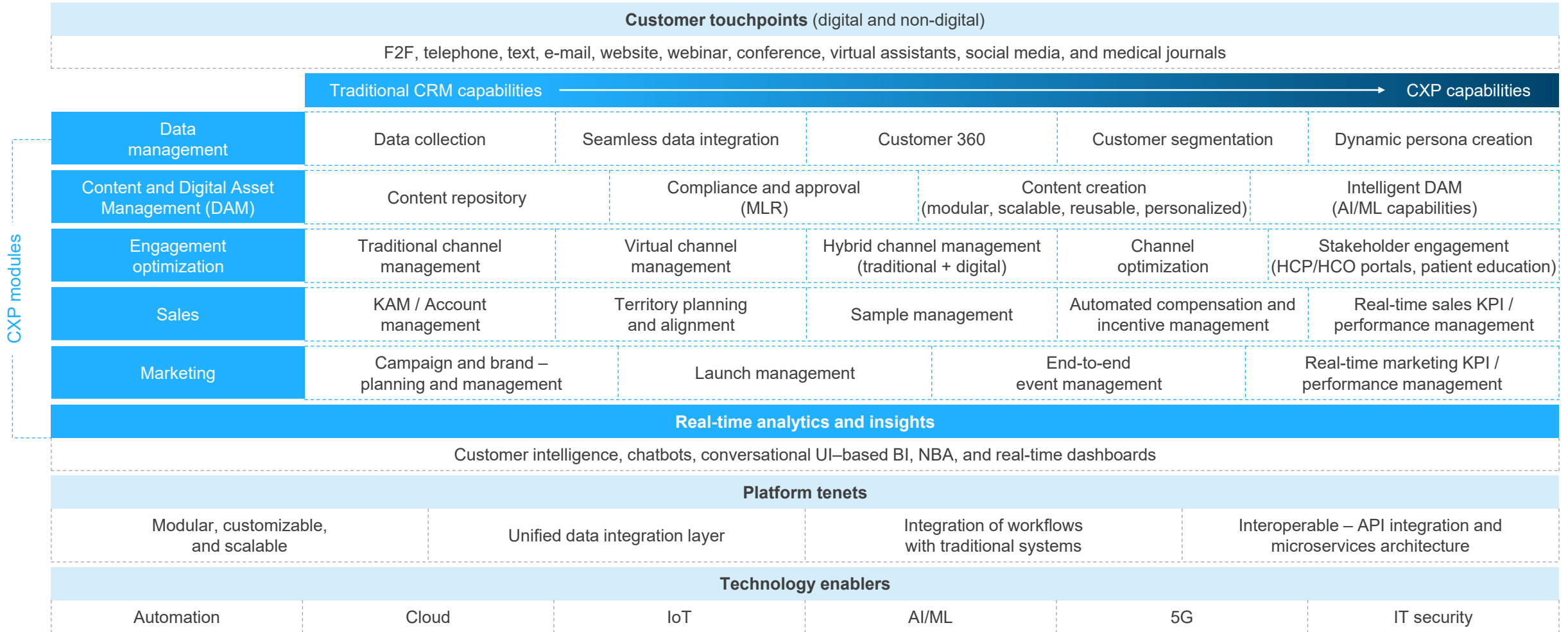


Industry
Life sciences (biopharmaceuticals, medical devices, and Contract Research Organizations (CROs))



Vendor offering
Customer experience platforms

Scope of research | life sciences customer experience platform modules



This report has 18 provider profiles/buyer case studies/architecture of the survey questionnaire, etc.

Life Sciences Customer Experience Platforms (CXP) – Provider Compendium 2023

Provider 1 | life sciences customer experience platforms profile (page 2 of 6)

Overview

Company mission/vision statement for clinical
 Provider 1 is a healthcare IT organization special... from data hosting to digital solutions. It develops medical device firms to help them establish Cust (CLM), Patient Relationship Management (PRM)

Overview of the client base
 Its clients include Addmedica, alVision, Curaden Johnson & Johnson.

Customer experience platform revenue

<US\$50 million	US\$50-150 million
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Provider 1 | life sciences customer experience platforms profile (page 3 of 6)

Case studies

Case study 1 | Lowdiereveraging data journey

Business challenge
 The client wanted to launch a pilot to demonstrate Obstructive Pulmonary Disease (COPD). Initial project scaling up, this method was becoming to analyze patient data, the client chose Provider 1

Solution and impact
 Provider 1 used its Solution A to develop a complete patient follow-up while reducing the cost. A user both online and offline, enabled the client to eff the home healthcare visit report.

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Provider 1 | life sciences customer experience platforms profile (page 4 of 6)

Offerings

Proprietary digital solutions (representative list)

Solution	CXP module catered
Solution A	Data management and insights
Solution B	Data management and insights
Solution C	Data management, customer engagement optimization, marketing, and real-time insights

Life Sciences Customer Experience Platforms (CXP) – Provider Compendium 2023

Provider 1 | life sciences customer experience platforms profile (page 5 of 6)

Features of key offerings

Data management	
Content and Digital Asset Management (DAM)	
Engagement optimization	Tradition
Sales	KAM
Marketing	Campa
Real-time analytics and insights	CU

Life Sciences Customer Experience Platforms (CXP) – Provider Compendium 2023

Provider 1 | life sciences customer experience platforms profile (page 6 of 6)

Everest Group assessment – Aspirant

Measure of capability: Low High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall

Strengths

- Provider 1 provides basic customer experience solutions and tools such as Solution A, Solution B, and Solution C, tailored specifically for biopharmaceutical and MedTech enterprises
- It offers a unified cloud platform (Provider 1 Health Cloud) along with domain-focused platform services such as consulting and product support
- It enables multi-channel customer engagement and provides customer intelligence by leveraging a variety of plug & play functionalities across modules such as content management, social media listening, and WeChat integration
- It leverages its own marketplace for third-party applications and has a collaboration platform dedicated to start-ups

Limitations

- Provider 1 lacks an end-to-end vision in developing a modular and scalable platform for customer experience management
- The majority of experience-focused functionalities such as channel optimization, real-time customer 360, and next-best actions, are either absent or are rudimentary
- Provider 1 can explore partnership opportunities with SIs and technology players to broaden its offerings and expand its geographic reach
- Provider 1 can reconsider and revamp its product marketing strategy to elevate its industry positioning by developing more detailed and relevant thought leadership in the form of case studies, customer success stories, product documentation, blogs, etc.

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Research calendar

Life Sciences Information Technology

Published Planned Current release

Reports title	Release date
Social Sustainability in Life Sciences	March 2022
Accelerating the Value of Data in Life Sciences	March 2022
Clinical Development Platforms Products PEAK Matrix® Assessment 2022	July 2022
Life Sciences Commercial Analytics & AI Trailblazers: Top Seven Start-ups Creating A Buzz in the Life Sciences Commercial Technology Landscape	September 2022
Life Sciences Digital Services PEAK Matrix® Assessment 2022	September 2022
Decentralized Clinical Trial Products PEAK Matrix® Assessment 2022	November 2022
Life Sciences Customer Experience Platforms (CXP) PEAK Matrix® Assessment 2023	December 2022
Life Sciences Customer Experience Platforms (CXP) – Provider Compendium 2023	March 2023
Life Sciences Commercial Technology – State of the Market 2023	Q2 2023
Medical Device Digital Services PEAK Matrix® Assessment 2023	Q2 2023
Medical Device Digital Services Provider Compendium 2023	Q2 2023
Life Sciences Commercial Analytics & AI Platforms PEAK Matrix® Assessment 2023	Q3 2023
Life Sciences Commercial Analytics & AI Platforms Provider Compendium 2023	Q3 2023
Life Sciences Specialist Services PEAK Matrix® Assessment 2023	Q3 2023
Life Sciences Specialist Services Provider Compendium 2023	Q3 2023

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