



Beyond Medical Devices and Supplies to Customer Experience Obsession

FOUR CX STRATEGIES FOR EXPERIENCE IMPROVEMENT



The healthcare and medical technology industry have seen their fair share of change and disruption over the past few years. In this new healthcare era, we're seeing brands make the necessary cultural shift as they rethink their customer engagement strategies to stay at the top of their game.

As medical brands struggle to quickly evolve and pivot to changing consumer expectations, we've identified some of the most pressing challenges we're seeing in the industry along with the top four strategies to combat them. Those challenges are:

- Brands that aren't moving from product-centric to customer-centric business models are struggling to differentiate themselves in the market

- Customer expectations have risen dramatically while many current customer experience (CX) efforts are immature and not focused on industry best practices, leading to customer churn
- Failing to understand the customers' journey and points of "ease" or "friction" is making it difficult for brands to truly know their customers—or to win their trust
- The lack of focus on identifying and training employees around the voice of customer (VoC) is leading to diminished customer satisfaction and brand presence in the market

Though these challenges are formidable, there are several paths that medical companies can take to navigate these and other obstacles. What follows are four strategies that medical technology leaders can use to minimise disruption and, ultimately, enhance their customer experience and market presence.



Strategy #1:

CREATE A CUSTOMER-CENTRIC CULTURE

Transforming customer experience and developing a customer-centric culture is an evolution—a process. It isn't a project or a plan that lasts for a few months or a year. It's about infusing the needs and feedback of the customer into every decision and every interaction you have with your employees and customers every time.



Customer Centricity is a cultural shift where a company considers the customer's voice in every decision. That means that you take the time to understand your customer and don't make any decisions without thinking of the impact your decisions have on them. It's a transformative change in the way businesses operate.

Here are a few tips to building a customer-centric organisation:

- Identify an executive that will be the company's customer champion
- Drive change with a dedicated crossfunctional team of customer advocates
- Leverage customer advocacy boards, employee meetings, newsletters etc. to drive customer culture
- Start with one small win and build a plan from there
- Change job application screening questions to hire customer-centric employees
- Send out customer reporting more frequently—weekly instead of monthly

Implementing these strategies will help you keep a pulse on customer sentiments that are changing faster than ever before and build a culture built on your customers and their needs.



Strategy #2:

UNCOVER CUSTOMER EXPERIENCE INTELLIGENCE

Customer experience programs need to be agile in the best of times, and doubly so in difficult times. As such, medical technology brands need to step up their program strategy to understand customers better and, ultimately, deliver stronger loyalty to the brand, increase customer retention and advocacy, and to differentiate the brand from the market.

Here are a few ways to enhance your current experience program:

- Implement a closed loop program to immediately engage with customers
- Integrate data sources (CX data, CRM, customer care, social) for a holistic view of the customer

- Implement a strategic CX insights report to provide program recommendations
- Review relationship and transactional survey touchpoints to meet today's needs
- Use technology and research to uncover product quality and support needs

Implementing this strategy gives you the ability to evolve to meet today's customer and deliver innovative products and services so you can improve customer experiences while realising operational efficiencies.

70%

of the time, a person will become a repeat customer when a complaint is resolved in the customers' favour.

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Strategy #3:

BRIDGE THE JOURNEY GAP BETWEEN YOU AND YOUR CUSTOMERS

Now more than ever, it is vital for brands to be acquainted with their customers' journeys and to understand which channels (or combinations of channels) deliver the best outcome and experience for the customer. Many times, medical technology brands are a blend of small acquisitions made over time and customers often experience a disjointed company with separate channels and customer service approaches.

Here are a few ways to identify exactly what your customer are experiencing:

- Leverage customer journey mapping best practices
- Capture feedback along the customer journey via micro-surveys and intercepts



CUSTOMER STORY: A LARGE GLOBAL MEDICAL MANUFACTURER

InMoment worked with a large global medical manufacturer to launch a customer journey mapping initiative that identified specific customer journey gaps in regional markets, which led to customised marketing and messaging campaigns while it addressed common pain points throughout the enterprise.

- Take an outside-in look at each customer touchpoint
- Find the touchpoints that are most successful and use customer-driven messaging of empathy and understanding to drive deeper relationships
- Develop an end-to-end view of the customer to develop a plan that goes above and beyond for the customer

Implementing this strategy will identify friction points that detract from the customer's overall experiences and target opportunities to continuously improve their journeys.

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Strategy #4:

TURN EMPLOYEES INTO BEST-IN-CLASS

ADVOCATES

Empowering employees to be customer advocates has a ton of benefits to a brand. Begin with your employees that have been identified as customer advocates (as mentioned in strategy #1).



CUSTOMER STORY: A MEDICAL MANUFACTURER

Through a quality audit, a well known medical manufacturer worked with the InMoment team, that uncovered process inconsistencies when closing unsatisfied customer cases. The brand found the CX users that were responsible for training their replacements never did—so there was a breakdown in the onboarding process which led to negative customer experiences.

Then, excite them, arm them, and give them the resources they need to be obsessed about the voice of the customer.

Here are a few tips you can use to develop brand advocates:

- Use voice of employee (VoE) feedback from frontline employees to guide customer strategy
- Communicate the areas that need improvement in a transparent way to all levels of the organisation
- Develop consistent, mandatory retraining for identified operational inefficiencies
- Add updated process training recordings on your platform's landing page to ensure easy access
- Implement regular varied communications (Slack, email, Zoom) with your team about case followup or upcoming actions

Implementing this strategy will help you build better relationships between your customers and employees, drive employee loyalty, and ensure that the voice of the employee is a part of your CX program.

Emerging Victorious in the Medical Industry

Medical technology providers are facing unprecedented challenges in unprecedented times, and though beating these challenges is no small feat, these strategies can help organisations reach a better tomorrow. If this new normal has taught us anything, it is the fact that brands need to be fast, timely, and relevant to keep customers coming back and wanting more.

No matter where you are in the journey—building a new experience program or evolving an existing one—don't do it alone. Partner with InMoment to navigate the complex challenges medical technology providers face today (GDPR, data privacy) and build a stronger, more agile program that makes a major difference in your experiences—and in your bottom line.



About InMoment

Improving experiences is why InMoment™ exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com



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