



# Customer Engagement Hub

## Know your customers

Greater cost pressures, regulations, and increasing workloads have many HCPs mandating appointments and restricted visiting hours for life sciences sales reps. While new technologies have aided in the creation of alternatives to the face-to-face visit, these new communications channels often exist in silos. Without orchestration, messaging can become inconsistent and customer engagement can fail.

To optimize multichannel engagement, marketers need to capture insights across channels. **Nexus Customer Engagement Hub** collects multichannel engagement insights from traditional, digital and social interactions. The centralized, easy-to-access platform helps companies capitalize on historically siloed data, turning that information into meaningful insights.

By uncovering the optimal mix of marketing channels for individual HCPs, life sciences companies can create greater connections with their customers. Marketers can now strategize, segment, and allocate channel mixes for truly effective multichannel engagement.



### Know your customers

Your customers will tell you who they are and what they need. But gaining true understanding of customers' interests and preferences across business channels requires a 360° customer engagement view. When insights are integrated they can be used to refine engagement strategies over time and you can become a trusted advisor, increasing levels of customer loyalty.



### Transition to multichannel

**Nexus Customer Engagement Hub**'s customer-centric segmentation tools can help you tailor engagement strategies to create ideal customer experiences. Foster meaningful and lasting customer relationships with orchestrated communications informed by stakeholders' needs, preferences, interests, and behaviors.

Test and analyze what could be the optimal channel mix to facilitate your cross-enterprise engagement.



### Close the loop

Create and track KPIs on multichannel ROI including customer reach and customer receptiveness to messages and channels. Promptly turning customer data into valuable and actionable insights can reveal behaviors and trends that help predict future customer response, effectively closing the marketing loop.



### Three steps to creating tailored customer content:

1. Determine your customers' met and unmet needs
2. Measure the effectiveness and efficiency of customer engagements
3. Understand customer preferences for conveyance of your messages

**Nexus Customer Engagement Hub** provides life sciences companies with insights and tools to understand customers' behaviours and needs, and effectively engage them through well-orchestrated multichannel campaigns. Collecting and unifying your customers' experiences turns tailored, customer-centric content into a reality.

## Key Features:

### 360° Customer Engagement View

The Hub's repository captures all customer interaction data in an open, flexible, and scalable data store. The readily-available information becomes a comprehensive and contextual view of the customer, across all channels.

### Behavior and needs-based profiling engine

A visual, easy-to-use segmentation engine removes the complexity of profiling and segmentation, providing clarity across the Multichannel environment. By making communications more relevant and consistent you can achieve better engagement and a more effective dialogue with your customers.

### Marketing mix analytics

Advanced analytic capabilities enable you to monitor and measure customer responsiveness across all channels. And configurable dashboards and data mining can help start your move from descriptive to predictive analytics.

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## Nexus Commercial Application Suite: Better Together by Design

**Nexus Customer Engagement Hub** is just the start. The Nexus Commercial Application Suite helps you make the most of every conversation by prioritizing and optimizing sales and marketing activities in the healthcare ecosystem with role-specific, integrated applications.

And, IMS One, a common, open-access information delivery platform streamlines the end-to-end process of transforming data into actionable insights — decreasing the time-to-value of customer data from data acquisition to application data consumption.

At IMS Health, we create applications designed to help you place your customer at the center of all your sales and marketing activities. Ensuring each customer hears exactly what you need to say is the core of our mission.

“The Customer Engagement Hub (CEH) will support the transition from transactional economics to a more comprehensive view of customer relationship economics.”

Gartner: Hype Cycle for CRM Customer Service and Customer Engagement, 2014  
Published: 25 July 2014



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