Customer Survey: Mindless or Meaningful? One Company’s Story of Evolving Surveys for Enhanced Insights and Analytics

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INTRODUCTION
Customer satisfaction surveys have been utilized in the pharmaceutical industry in a variety of methods, from phone, online to standard reply cards/surveys, to measure and increase the value of services offered by medical information and related services. Typically, these surveys have focused on a core standard of customer satisfaction measures including, but not limited to: courtesy and professionalism of the associate, appropriate answer to question, quality of the verbal and/or written response, length of the written response, satisfaction with response time, ratings of specific elements of written format and layout preferences, and impact on decision to prescribe products. There are limited current resources available to help guide us in designing surveys for today’s customer, especially given the rapid changing technologies, platform expansions, mobility offerings, and social media boom.

BACKGROUND
In late 2012 and in 2013, our department began a journey to measure the level of our customer satisfaction via phone and written surveys. After review of customer feedback in 2014, we realized we needed to begin a new way of looking at our customer feedback, from our survey design to our analytic capabilities/tools. In addition, we were undergoing a transformation in our service delivery model in an effort to improve our customer satisfaction and care. The following provides a description of the survey evolution from 2012 to present, the insights and changes, and the impact on satisfaction with examples of taking feedback to action.

OBJECTIVES
- To present methods of conducting customer surveys (written and telephone) within Medical Information (MI) from 2012 to 2014
- To explain key learnings used to evolve the surveys as well as analytics to gain meaningful customer feedback and insights.

METHODS
Simplified Selection Scaling
- Limited Problem Identification
- Evaluate methods to increase participation

RESULTS
- Increased number of respondents from 2013 to 2014 (40% vs 375)
- Responses via the phone: (40%)
- Responses via written surveys: (32% and returned via fax/email: 28%)
- Most respondents: HCPs (58%) and consumers (25%)

CONCLUSIONS
Consumers have a more involved role in their own health outcomes, making a customer-centric business focus the new reality. This will require us to evolve how we engage our customers to measure their satisfaction and feedback.

REFERENCES

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