



SERVICE PROVIDER LOYALTY MANAGEMENT

- Identify drivers of project awards and non-awards
- Measure your customers' levels of satisfaction and loyalty
- Assess the strength of the relationship between your company and your most important accounts



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ISR'S LOYALTY MANAGEMENT

Industry Standard Research has a rich history of helping top service providers strengthen customer relationships by building best-in-class customer satisfaction and loyalty management programs.

WHEN TO USE IT?

- Has your company ever lost a bid that you thought was a sure thing?
- Have you ever lost a major customer and you aren't sure why?
- Do you know enough about your key accounts and their future outsourcing strategies?

At ISR, we've developed three unique research programs to help you understand your customers and make informed business decisions.



WIN/LOSS SURVEYS

Capture an unbiased, 3rd party assessment of the drivers of project awards and non-awards

(Spoiler Alert: rarely are they aligned with what the sponsor tells Sales)



CUSTOMER SATISFACTION SURVEYS

Our customer satisfaction surveys are designed to give you the tools to retain your customers.

Develop impactful marketing claims, and quickly diagnose quality / delivery issues.



KEY ACCOUNT MANAGEMENT

No matter how diversified your business mix, there are accounts that would hurt to lose.

Understand what they like and don't like about outsourcing; about you; and what they think about your company's future.



WIN/LOSS SURVEYS

Let's say your company isn't winning its share of Large Pharma bids. Is it the quality of your proposal documents? Is your team not prepared for the bid defense? Whatever the reasons, ISR can uncover them; either with a targeted one-off research effort or with a more systematic program of win / loss research that allows you to keep your fingers on the pulse over time.

ONE-OFF: Diagnose a known or suspected problem

- Strike Rate has declined and you don't know why?
- Not winning your fair share from Large Pharma? Small Biotech? Europe? Asia?
- Questioning the quality of your proposal documents?
- Not sure your teams are as prepared for bid defenses as they should be?

FIXED INTERVAL: Simple, programmatic due diligence

- Quarterly or semi-annual
- Keep Sales and Marketing current on decision drivers
- Track trends in drivers over time
- Discover systemic strengths and weaknesses in your offering

EVENT-BASED: Real-time, highly actionable intelligence

- Follows shortly after an award / non-award
- Allows for timely, opportunity-specific diagnosis and action
- Flexible – Hit every award or non-award; Every award above a value threshold; Every proposal from a specific geography, etc.



CUSTOMER SATISFACTION

Our customer satisfaction surveys are designed to give you the tools to retain your customers, either through one-off surveys to spot check for delivery problems, fixed-interval surveys to track trends in drivers over time, or event-based surveys that occur after critical milestones like study start-up, database lock, or study completion.

ONE-OFF: Spot check

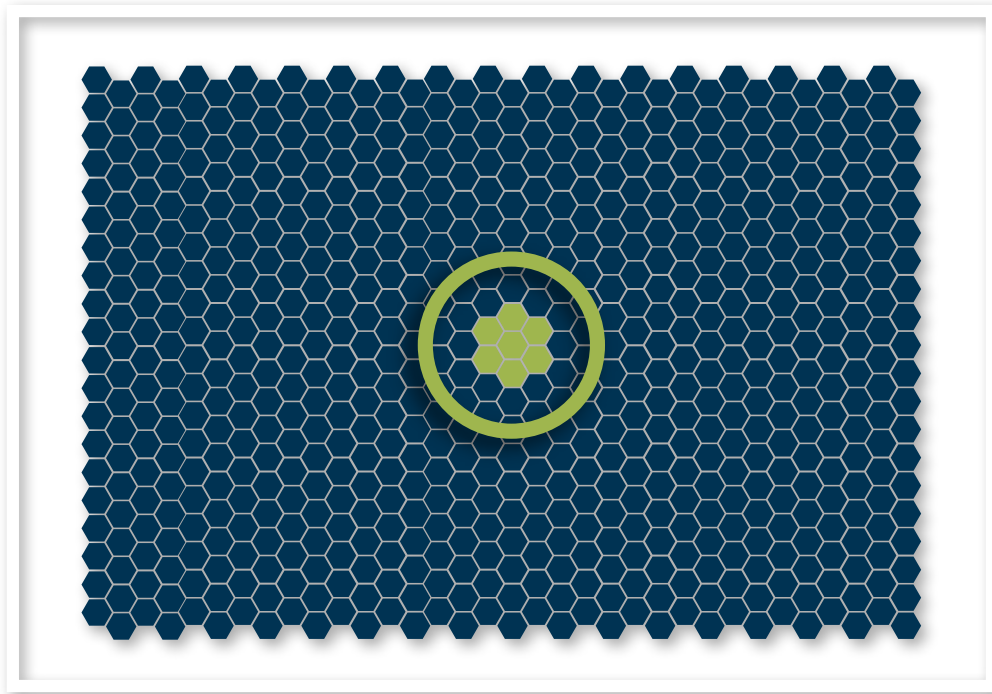
- Develop impactful marketing claims
- Diagnose quality / delivery issues

FIXED INTERVAL: Simple, programmatic due diligence

- Quarterly or semi-annual
- Discover systemic strengths and weaknesses in operational delivery
- Supply Sales and Marketing with continual source of Marketing claims
- Track trends in drivers over time

EVENT-BASED: Real-time, highly actionable intelligence

- Data collection following critical milestone completion (i.e., Study Start-up, DB lock, Study Completion, etc.)
- Allows for timely, project-specific diagnosis and action



KEY ACCOUNT MANAGEMENT

ISR's key account management service is designed to help you anticipate the needs of those accounts that would truly hurt to lose.

WHAT IS IT?

- 30-60 minute telephone interviews with...
- 1-3 primary stakeholders from...
- Each of your key accounts...
- Once or twice per year

BENEFITS

- Anticipate changes in key account outsourcing strategies (i.e., a switch from outsourcing programs to FSP model outsourcing)
- Anticipate changes in key account outsourcing volume
- Get a heads-up on key accounts shuffling the preferred provider deck
- Assess the strength of the overall relationship between your company and your most important accounts



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Industry Standard Research (ISR) is the premier, full service market research provider to the Pharma and Pharma services industries. With over a decade of experience in the industry, ISR delivers an unmatched level of domain expertise so you can make confident business decisions .