

Life science and CX:

The impact of customer service

Biotechnology, pharmaceutical,
and medical technology companies
can gain a competitive edge with
innovative customer service strategies



D1 The impact of customer service

The progress achieved in the life science industry over the past decade is unprecedented. And the customers served by that community expect a level of service matched by the recent advances in technology.

Professionals in the biotechnology, pharmaceutical, and medical technology industries want to access customer support that's knowledgeable, responsive, and accurate. In order to stay competitive, life science companies need to create a customer service experience that meets these expectations.

Meet customers on their favorite channels

If a customer has a question about something they've purchased online, they know that they can reach a CX agent quickly—whether it's over chat, email or the phone.

Professionals who work in hospitals, pharmacies, and other life science companies now expect that same kind of on-demand, personalized support. Virtual visits, drug and device therapies, and patient/care team collaborations all require personalized customer engagement.

Outdated, siloed CX is flatlining. To keep up with advances in the industry, life science companies need to provide exceptional customer experience across digital channels.

Stride forward with a powerful digital CX platform

Providing exceptional customer service can mean the competitive difference for customers choosing a life science company to work with. And with [Zendesk](#), you can help your team reach those goals.

Zendesk's open and flexible platform makes it easy to unify existing systems, and make changes quickly as you adapt new business models. The platform is easy to scale and has an easy-to-understand agent and administration interface. And you can make changes with little to no developer support.

Biotech and pharmaceutical companies gets personal

Whether developing vaccines for emerging viruses or working towards finding a cure for cancer, biotech and pharmaceutical companies need to deliver effective CX solutions for its customers.

While other industries—like retail, hospitality and finance—have long relied on providing exceptional customer service to drive sales, the biotech and pharmaceutical industries have lagged behind. This is due in part to the industry's regulatory environment. The COVID-19 pandemic has accelerated a shift in marketing and customer engagement, increasing the acceptance of online interactions within the healthcare industry.

According to [a study by PWC](#), 96 percent of biopharma executives agreed that the industry is becoming “increasingly people-driven, preventative, (and) personalized.” This movement toward a more individual approach is an opportunity for leaders in the biotech and pharmaceutical fields to reconsider how they serve their customers online.

Customers come first with medtech

Like biotech and pharma, companies in the medical technology field are experiencing the changes brought on by the COVID-19 pandemic. And the shift to a more customer-centric online model won't be temporary. According to [research by Harvard Review Analytic Services](#), 99 percent of medtech companies said that they would continue to engage with customers using digital tools, even after the pandemic ends.

[Medidata Solutions](#), a New York-based tech company that develops and markets software as a service for clinical trials, is all-in with digital CX.



Jason Martin, a former research scientist specializing in mRNA, had no previous customer service experience when he was tapped to lead Medidata's CX team as vice president of global customer care. But he intuitively knew what needed to happen to improve Medidata's approach to customer service.

“What I did is mix a bit of science and a bit of risk management, as well as project management and operations into my approach,” he said.

The company has long used Zendesk Support, citing its flexibility and ease of use. When Martin took over, he shifted the focus of his team from product to customer service. He also made sure that all customer-facing activities occurred in a single instance of Zendesk Support, rather than in separate instances. “We wanted to have a single trail of work activity across various departments,” Martin said.

The new visibility allowed Martin and his managers to more accurately analyze support requests. Armed with the data, they optimized workflow across the support organization and customer sentiment improved.

“Working with Zendesk has been like working with a partner that thought like I did, and worked like I wanted to work,” Martin said of the platform. “It's rewarding that I can lead a team through a change and find out very quickly whether or not it has worked. It feels good to be able to make a difference.”

Build a better knowledge base

Support over email, phone, or chat is great—but many people want to do their own research and find answers on their own.

A Zendesk customer since 2015, [Veeva Systems](#) Inc develops cloud-based solutions for clients in the life science industries, helping companies speed time to market, improve efficiency, and strengthen compliance.

With customers including the world's largest pharmaceutical companies and emerging biotechs, Veeva developed its customer-facing [help center](#) of more than 2,500 articles using Zendesk Guide. But before using Guide, there was no formal work flow—and articles were created on the fly.

“Agents would handle tickets and then, maybe on a Friday when they weren’t as busy, they would create knowledge articles on the side,” Mary Peaz, Veeva’s Knowledge Manager, explained. “We wanted to integrate these activities to make sure that they’re creating knowledge while they’re working on tickets, and then get those articles out there to help other customers with similar issues.”

To improve the knowledge base, Peaz and her team integrated [Knowledge Capture](#) into their ticketing process and outlined a multi-tiered publishing process. As a result, Peaz and her team reduced article publishing time from 30 days to less than a week—making a direct impact on ticket deflection and faster team onboarding.

Veeva’s self-service content helps its customers help themselves, but that doesn’t mean it has neglected email and phone support. With Zendesk, Veeva’s CX team meets its service-level agreements 99 percent of the time—and earns an average customer satisfaction rating of 97 percent.



Learn more about how Zendesk can help build [healthier patient and employee experiences](#).

