



Pharmaceutical Supply Chain

Client Case Study

Transforming Customer Experience Through Motivational Blueprinting in a Top 5 Global Pharmaceutical Company

Introduction:

In an increasingly competitive pharmaceutical landscape, the Supply Chain business unit of a top 5 global pharmaceutical company recognized the need to elevate their customer experience (CX) to a new level. To achieve this, the company instituted a groundbreaking program aimed at developing a cadre of innovators, practitioners, and advocates within their business group. The initiative focused on fostering a proactive customer experience mindset through innovation, culture, and resource optimization.

To ensure the program's success, the company partnered with MotiveX, a leader in employee motivation solutions, to deploy their Motivation Blueprint Solution. This case study explores the program's implementation, key findings, and the transformative impact it had on the company's customer experience strategy.

The Challenge:

1. Lack of Proactive CX Mindset: The existing culture did not prioritize customer experience as a key performance indicator.
2. Resource Allocation: Identifying the right resources to drive CX was a challenge.
3. Employee Engagement: Ensuring sustained participation and enthusiasm among employees was a concern.



The Solution: MotiveX's Motivation Blueprint Solution

Key Components:

1. Scientifically Validated Assessment: To measure and identify intrinsic motivators and motivational gaps within the CX teams.
2. Insightful Analytics: To map levels of participation and identify actionable trends.
3. Correlation Analysis: To link motivational drivers with categories and subcategories of CX advocates, sustained participation, and early adopters.

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Implementation:

The program was rolled out in phases:

1. Pilot Phase: A small group of employees underwent the Motivation Blueprint assessment.
2. Data Analysis: MotiveX analyzed the data to identify motivational drivers.
3. Program Rollout: Based on the pilot phase insights, the program was expanded to include more teams.

Topline Findings:

1. CX Advocates: Employees motivated by innovation, influence, and values were more likely to remain in the program and engage in key activities.
2. Early Adopters: These individuals were also driven by the same motivators, with the added incentive of ongoing recognition opportunities.

Impact:

1. Enhanced Communication Strategies: Insights were used to tailor communication strategies to different employee groups.
2. Learning Activities: Customized training modules were developed.
3. Employee Recognition System: A new system was implemented to provide ongoing recognition opportunities.

Conclusion:

The partnership between the pharmaceutical company and MotiveX led to a transformative change in the company's approach to customer experience. The Motivation Blueprint Solution not only provided invaluable insights into employee motivation but also paved the way for a more engaged, proactive, and customer-centric workforce.

Future Directions:

1. Scaling the Program: Plans are underway to extend the program to other business units.
2. Continuous Monitoring: Ongoing assessments to ensure the program's long-term success.

By focusing on the intrinsic motivators that drive employee engagement and customer experience, the company has set a new standard in the pharmaceutical industry, proving that a motivated workforce is the key to exceptional customer service.

Partner with MotiveX

MotiveX helps organizations and teams succeed by focusing on what truly motivates them. We don't just try to change people; we use our unique Blueprint process to understand what drives your team and create a better work environment.

Our Blueprint process starts with insights, but we know that's not enough. We work with you to create a clear plan that fits your team's unique needs. By mapping out motivations and identifying key performance indicators (KPIs), we tailor our approach to unlock potential and make positive changes across your organization.

Together, we'll challenge the norm, ignite potential, and foster a culture of excellence. Whether it's boosting engagement, enhancing productivity, or retaining top talent, our Blueprint process is designed to empower your team for long-term success. With MotiveX, you're not just getting a solution; you're starting a journey to better performance.

*To schedule a free consultation, email Matt Johnson at mjohnson@motivex.ai call or text: 1-610-608-7278
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