



Case Study: Quick and Effective Customer Service

Client

The Client is a major drug company with the need to assess the strengths and weaknesses of its diabetes product portfolio.

Objectives

Our objective was to help the Client determine the shape of future initiatives to market the existing product portfolio, and to help define any need to restructure it.

Methodology

Our client needed us to complete the project within two weeks, from start to finish. Therefore, we immediately designed a multi-pronged approach to gather diverse and thorough market feedback to support the analysis.

Qualitative component – In a little over one week, we identified and recruited thirty-five managed care pharmacy and medical directors, endocrinologists and diabetes thought leaders. We conducted 30-minute interviews with each of them.

Quantitative analysis – We also conducted an Internet survey with 50 endocrinologists to develop a perceptual map of our client's diabetes products compared to the competition.

During the second week of this project, we analyzed the results and shared them with our client.

Results

- We quickly analyzed the market feedback and synthesized a set of recommendations for enhancing the future success of the diabetes product portfolio.
- While well positioned for future success, the client's product portfolio needed to expand within its niche. This would facilitate managed care contracting