

The 8 most popular contact centre services for pharma brands

As a fast-growing part of the multichannel mix, contact centres are increasingly being used as an effective channel to promote brands and support patients. Here are the most common ways* contact centres can be used:

1

TELE-DETAILING

Trained reps interacting with healthcare professionals over the phone to educate customers and promote products.



These channels can be implemented at any stage of the product lifecycle to complement field teams, reinforce product messages, reach hard-to-access areas and promote mature brands without additional field reps.

2

INTERACTIVE E-DETAILING

Like tele-detailing, but these reps communicate with healthcare professionals via a web-based platform in order to share visual information on products.



3

HYBRID REPRESENTATIVES

Multi-skilled reps working effectively across larger territories by using a blend of communication channels, including face-to-face meetings, tele-detailing and interactive e-detailing.



4

STAKEHOLDER MAPPING

Desk-based research to identify key targets and information gathering on channel preference and best times to call – all informing the optimum targeting and channel strategy to reach customers effectively.



5

CONCIERGE

A great asset to sales teams, the concierge service sets appointments, takes requests for promotional material, recruits healthcare professionals to meetings and does a lot of the background work that allows reps to get on and do what they do best.



6

CUSTOMER SERVICE

Expert customer service teams handle customer queries, process product orders and reinforce a positive experience of the brand, helping to ensure long-term customer satisfaction and retention.



7

MEDICAL INFORMATION

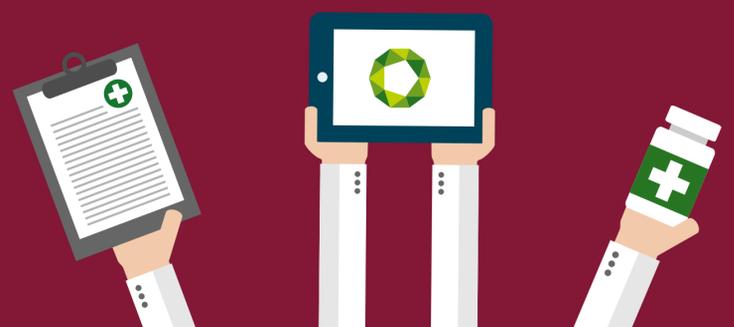
A 24/7 service that provides vital product and safety information. These highly trained teams are the voice of clients and are skilled at resolving issues.



8

PATIENT SUPPORT

Just as you can interact with healthcare professionals via web and phone, you can also use these channels to communicate with patients, provide personalised treatment support and improve adherence. Better adherence levels lead to better patient outcomes and better results for your product.



*Based on services requested by our clients.

Ashfield is a leading contact centre partner, providing multichannel services to the healthcare industry. We have >750 contact centre representatives globally and deliver the complete portfolio of contact centre services.

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