BOBI AWARDS 2024

Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision-making

"Survey Healthcare Global is the proud sponsor of the BOBI award for Best Customer Insight 2024. SHG is committed to forming strong partnerships with our clients to ensure they always have the right data to distil the core customer insights. We are honoured to support an award that recognises great achievements in customer insights that deliver significant impact in the business direction of their valued end-clients."

Sponsored by

SHG SURVEY HEALTHCARE GLOBAL

3-Year Sponsor

Finalists:

Beyond Words: Decoding Prescribing Behaviour to Transform Customer Engagement

Shaan Thakerar
AbbVie

Ben Lorkin
Day One Strategy

Supporting team:
Hannah Marshall, Day One Strategy
James Harrison, Day One Strategy

Executive Summary:

Tasked with decoding the drivers of prescribing decisions, we conducted patient actor and Rheumatologist mock consultations and, separately, interviews with nurses and pharmacists.

Multimodal analysis (emotion AI, linguistic scrutiny, neurolinguistic programming, and behavioural science) was overlaid.

This fusion of human and AI provided AbbVie with unparalleled insights into customer behaviour.

The mock consultations revealed rational triggers for behaviour, but the emotion AI was a revelation, revealing how subconscious associations with treatment options profoundly impact patient management.

Learnings have transformed AbbVie's customer understanding, medical education, and their sales force engagement strategy, including how they identify, interact, and support different customer types.

Overcoming Objections – Using Data to Transform Behaviour by Challenging Perceptions and Changing Beliefs

Vanessa Simpson
AstraZeneca

Steven Tinsley
Astrazeneca

Charlotte Sugden Heron
Synergy Healthcare Research

Jenna Griffiths
Synergy Healthcare Research

Larissa Dempsey
Synergy Healthcare Research

Supporting team:
Vicky Heaton, AstraZeneca
Linnea Lindqvist-Brown, Astrazeneca

Executive Summary:

Customer objections to the persuasions of sales representatives have been around since selling began...

But what do we do about them? Especially if our brand is popular, and our customers are adamant they are using our product in as many patients as possible?

This research used a three-part process incorporating customer feedback and sales team input as well as customer reactions to current materials and case studies, to explore customer objections in an all-encompassing way. This resulted in some unexpected insights and contributed to a major overhaul of materials and sales tactics.

Reinvigorating Fundraising Communications for the Long Term: How Behavioural Insights Brought a Leading Charity Closer to Supporters
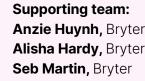
Nick Eul Barker
Alzheimer's Society

Vivienne Egan
Alzheimer's Society

Ed O'Ferrall
Bryter

Emma Pulman
Bryter

Supporting team:
Anzie Huynh, Bryter
Alisha Hardy, Bryter
Seb Martin, Bryter

Executive Summary:

Alzheimer's Society's ability to fulfil its remit to campaign, research, and support people living with dementia is reliant on the time and money donated by a crucial group of customers: long-term supporters. Keeping these supporters satisfied over the long term was a challenge that existing communications struggled to fully address.

Bryter utilised Fogg's Behaviour Model (FBM) in this deep-dive into the motivations, abilities, and prompts driving support at different stages of supporters' dementia journey.

The research effectively challenged the Society's prior assumptions about its supporters and shifted focus of fundraising communications to those most motivated and able to give.

BOBI AWARDS 2024

Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision-making

Finalists:

How Regularly Measuring the Impact of the Cost of Living Crisis is Helping the Animal Health Industry to Adapt

Tanya Michelsen
Kynetec

Abi Moorcock
Kynetec

Carlos Michelsen
Kynetec

Executive Summary:

The post-pandemic world brought up new challenges for the industry, sending us into a cost of living crisis. Whilst the impact on the general population is widely researched, no research has looked at a 360 view of the impact on the animal health and pharmaceutical industry.

To understand this changing landscape, we regularly track the impact felt globally. So far, we have produced 3 free reports and numerous resources, based on thousands of interviews that are widely distributed.

The reports have created significant change in the way animal health and pharmaceutical companies work and support veterinarians and pet owners.

Bringing the Customer Voice to the Centre of Launch Strategy

Anastasia Pecquet
Branding Science

Chloe Sutton
Branding Science

Gabriel Hellen
Branding Science

Supporting team:
Joe Gadilhe, Branding Science
Agnieszka Strzelecka,
Just Worldwide
Ewa Nalewajka, Just Worldwide

Anne-Sophie Lenoir
Branding Science

Robert Mulrooney
BeiGene

Executive Summary:

Chronic Lymphocytic Leukaemia is a complex treatment landscape with a fast-evolving treatment paradigm. Many competitors and new treatments have been recently introduced or are planned to be introduced in the near future.

Within this background, our client is planning to make a meaningful impact as a new entrant in this therapy area, differentiated from competitors through a differentiated experience that improves the daily life of practitioners.

Our project was powered by transparent collaboration between our client team and key HCP stakeholders. Through an in-person co-creation methodology, our project delivered a strategic map with clear actions towards developing better support solutions.