

The 'Optimising Engagement' Award

Sponsored by

Wilmington
Healthcare



Winning Entry:

Making a Big Noise with the Voice of the Customer



Joanna Thompson
Adelphi Research UK



Rachel Medcalf
Adelphi Research UK



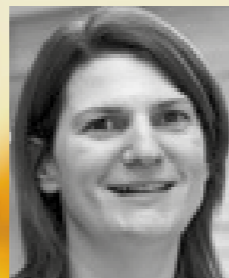
Francesca Trewartha
Adelphi Research UK



Giada Soprani
Roche Products Ltd



Karl Wilson
Roche Products Ltd



Helen Joyce
Roche Products Ltd

Entrants' Short Summary

This entry details how Roche worked with Adelphi Research UK to maximize engagement in a strategically critical research programme entitled 'Voice of the Customer'. It explains how the overall need for a tool to measure customer perceptions of Roche across channels and therapy areas was initially identified and how the research programme was implemented using a range of approaches to optimise internal stakeholder engagement. It further explains how the results were embedded in the Roche business strategy and have become a core part of the overall objectives for future customer engagement.

What the Judges said:

"This submission demonstrated a very good level of optimising engagement which took a range of **innovative approaches**. It was clear that as the project evolved the teams adapted their plans leading to **actions beyond the original scope** of the project. The **overall outcomes were very strong** and demonstrated impact across the wider organisation."