



Publicis Touchpoint Solutions' field customer service representatives do not "sell," but rather provide physicians' offices with valuable service such as providing samples, patient education materials, product literature, and information on formulary status.

KEY BENEFITS

Depending on the specific brand objectives, customer service representatives can be used in a stand-alone model or in conjunction with a traditional sales team to supplement coverage.

Key benefits of customer service field teams can include:

1. Synergistic adjunct to sales coverage
2. Increased share-of-voice
3. Expanded reach and/or frequency
4. Affordable mature brand promotion
5. Lower cost per call compared to traditional field sales teams

PROVEN SUCCESSES

A previous Touchpoint customer service team implementation demonstrated the value of the customer service model. In a blended team model (customer service representatives

paired with sales representative partners), this approach provided:

1. Significant market share gains
2. Increased access
3. Improved customer satisfaction

The customer service model can also yield outstanding results as a stand-alone model. Products that are less promotionally sensitive (eg, mature brands) can benefit from customer service teams that can maintain or increase market share at a significantly better ROI than a traditional sales team.

Publicis Touchpoint Solutions designs and implements customized, cross-channel health-care sales, service, and clinical teams. From in field to inside and from promotional to clinical, Publicis Touchpoint Solutions centers-of-excellence include field sales and service, live video detailing, inside credentialed sales specialists, inside sales and service, clinical health educators, and medical science liaisons.

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