



EMBEDDING MEASURABLE CUSTOMER EXPERIENCE INTO GO-TO-MARKET STRATEGY

THE CLIENT'S CHALLENGE

A large European pharma company was shifting its portfolio from primary care to specialty and rare therapies, requiring a new customer-focused go-to-market (GTM) approach.



OUR SOLUTION

- We partnered with global and local leadership to define a vision for the future organization, identify critical capabilities through customer feedback and CX maturity assessment, and design a GTM target operating model covering propositions, governance, processes, and customer-centric behaviours
- A key feature was embedding Voice of Customer metrics into governance as a leading indicator of business value, supported by a structured change plan

OUR IMPACT

The pilot affiliate's launch of their first new rare disease product exceeded revenue expectations by +37%

The GTM model then became global best practice