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CONTENT MARKETING

PREPARADO PARA **ABBOTT**

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Durante la sesión.

- Mantener tu micrófono apagado.
- Mantener tu cámara encendida.
- Escribe tu nombre en Zoom.
- Participar, levanta tu mano virtual en Zoom.
- Envía tus preguntas por el chat de zoom.

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Descarga aquí los materiales de esta sesión.

https://kunmap.com/workshops/abbott/

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Una buena historia tiene dos cosas.
Un personaje y una trama.

George Lucas

Customer Journey Maps 🗺

Buyer Persona 👤

KUNMAP

Una buena historia tiene dos cosas.
Un personaje y una trama.

George Lucas

Buyer Persona

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BUYER PERSONA

PREPARADO PARA **ABBOTT**

Un buyer persona es una representación **basada en investigación** acerca de:

Quién es el comprador,
Qué busca lograr,
Qué metas guían su comportamiento,
Cómo piensa,
Cómo y por qué toma decisiones de compra.

A QUIÉN

A QUIÉN

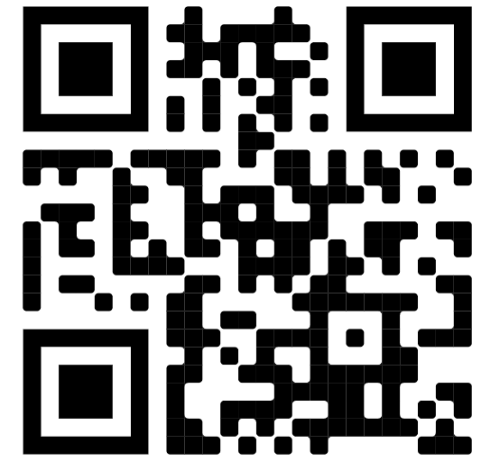# QUÉ PIENSA

BUYER PERSONA

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NOMBRE	JOURNEY
Edad Lugar Familia Ocupación	==**Hacer la compra del supermercado**==
ACTITUDES Y CONDUCTAS	**METAS** ¿Qué quiero lograr? ¿Cuáles son mis necesidades y expectativas a la hora de lograr estos objetivos?

EN SUS PROPIAS PALABRAS

"

¿Listo para los Polls?

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¿Qué piensa Irma a la hora de hacer su compra del supermercado?

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Top

1	Horror
-1	Qué lata

BUYER PERSONA

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NOMBRE	JOURNEY
Edad Lugar Familia Ocupación	**Hacer la compra del supermercado**
ACTITUDES Y CONDUCTAS	**METAS** ¿Qué quiero lograr? ¿Cuáles son mis necesidades y expectativas a la hora de lograr estos objetivos?

EN SUS PROPIAS PALABRAS

"

¿Qué piensa Diego a la hora de hacer su compra del supermercado? KUNMAP
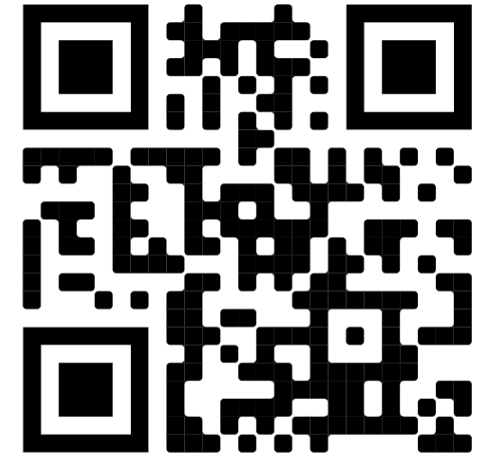
Escoge a uno de los dos personajes (Irma o Diego)
a la hora de hacer la compra del supermercado.

➔ Completa el formulario de Buyer Persona.

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↑ ALTO VALOR
↑ ALTO ENGAGEMENT
↓ **BAJO LOYALTY STATUS**

✉ **PUNTOS BONIFICADOS**

ENGAGEMENT

LIFETIME VALUE
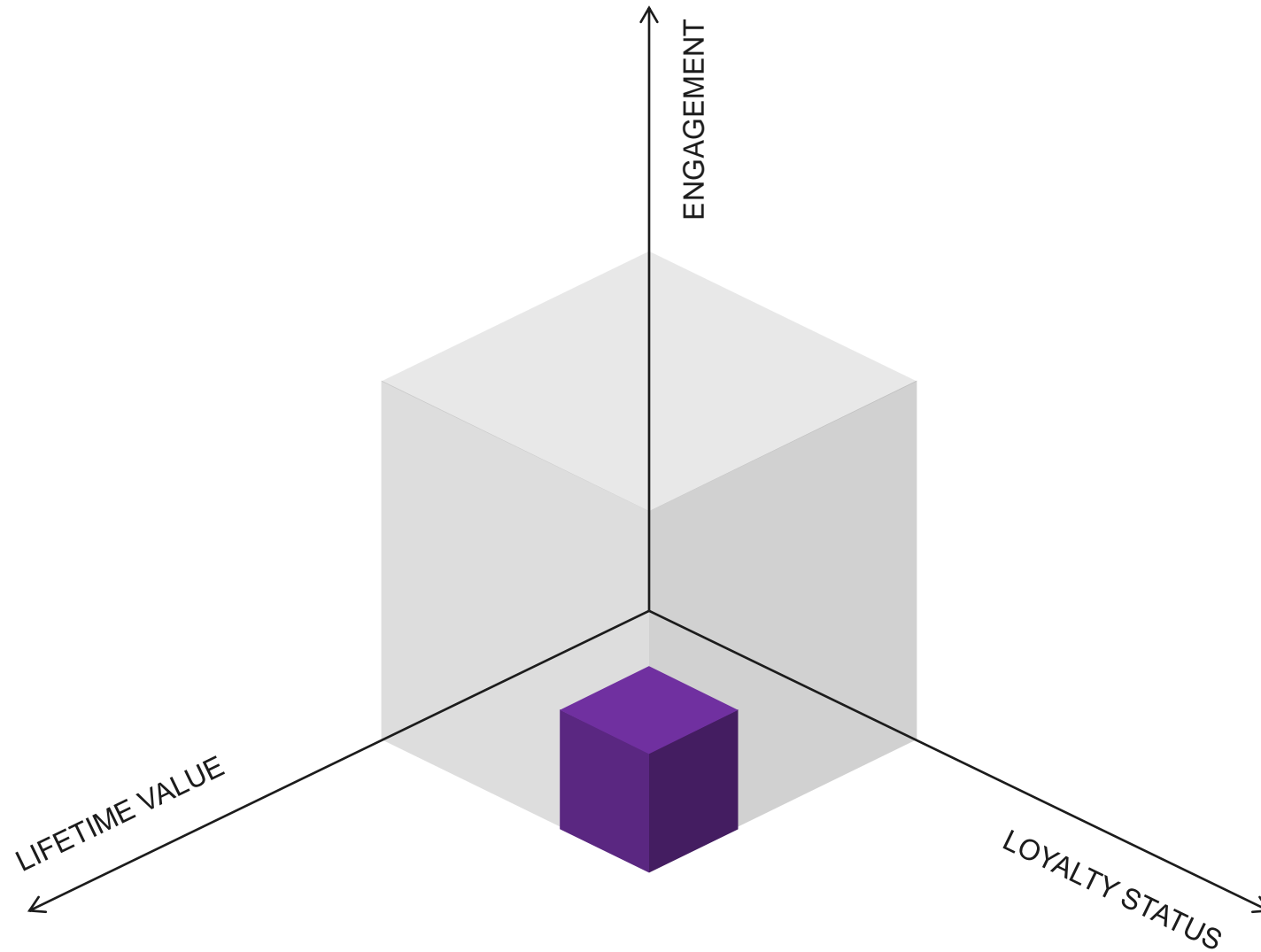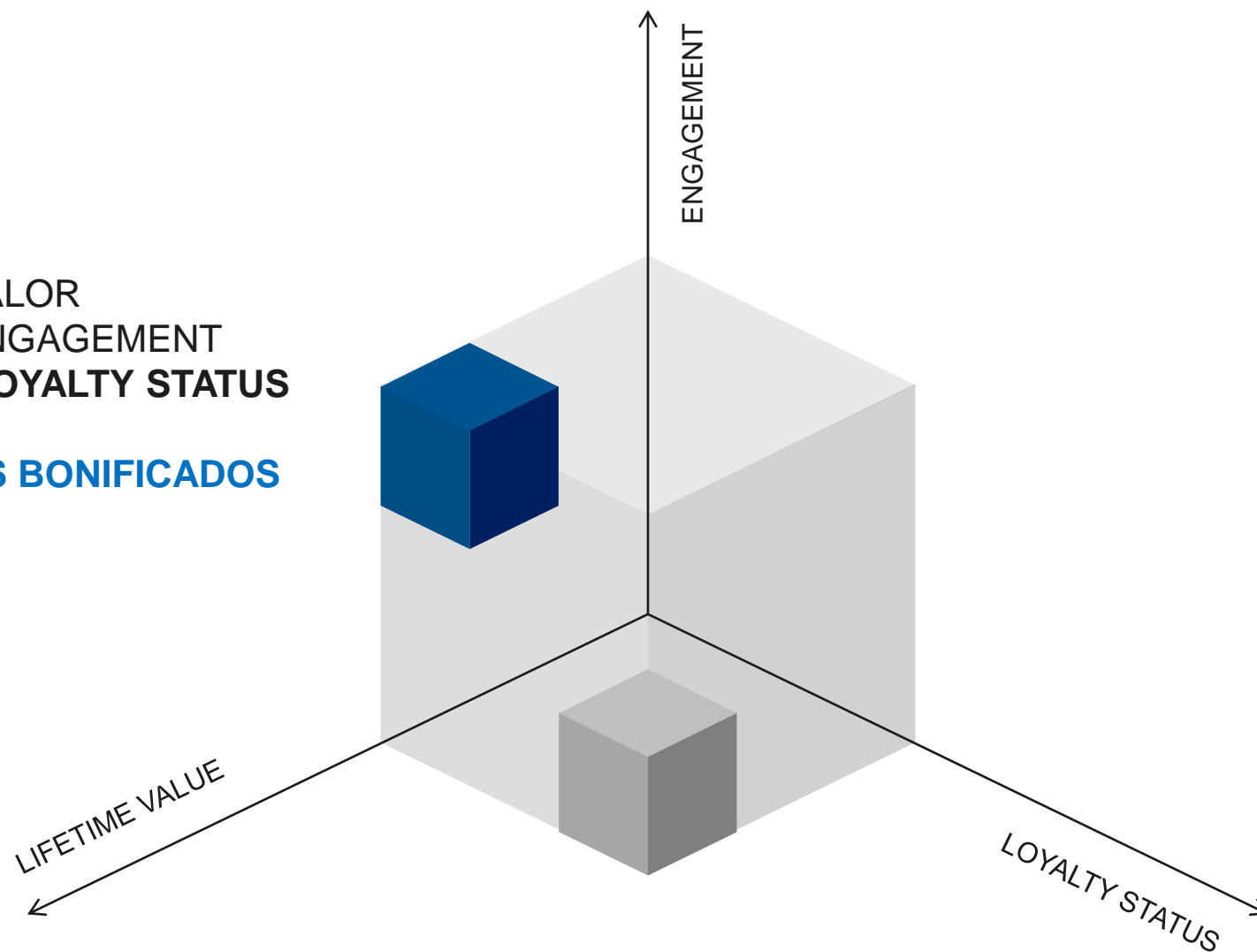
LOYALTY STATUS

↑ ALTO VALOR
↑ ALTO LOYALTY STATUS
↓ **BAJO ENGAGEMENT**

💬 **RE ENGAGEMENT**

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Una buena historia tiene dos cosas.
Un personaje y una trama.

George Lucas

Customer Journey Maps

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CUSTOMER JOURNEY MAPS

PREPARADO PARA **ABBOTT**
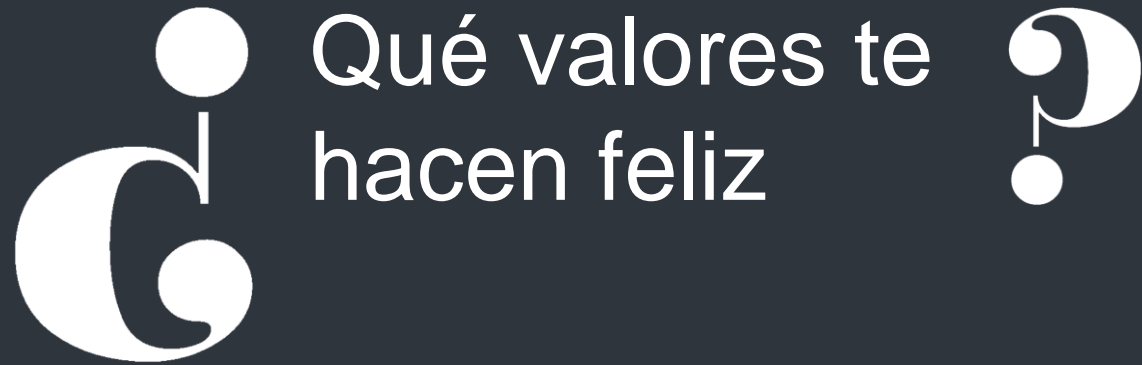
¿ Qué valores te hacen feliz ?

KUNMAP
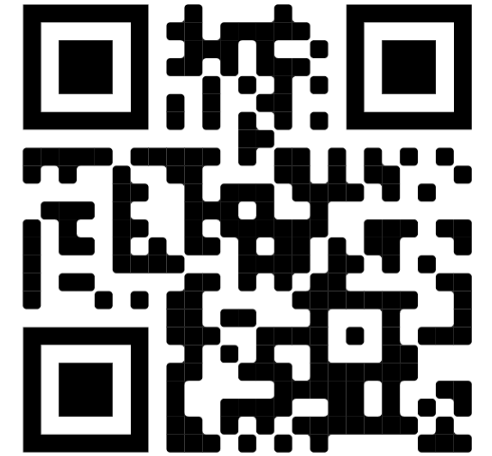
¿Qué valores te hacen feliz?

Top
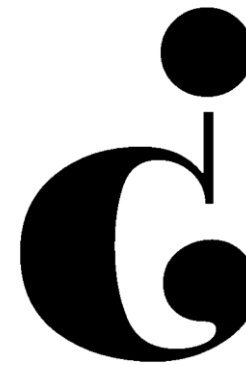
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¿Qué hace feliz a tu empresa?
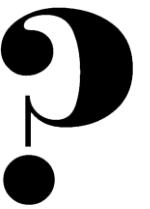
¿Qué hace feliz a tu empresa?

KUNMAP

Top
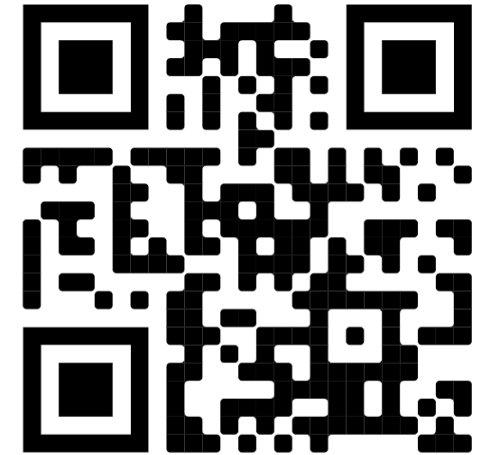
¿ Qué valores te hacen feliz ?
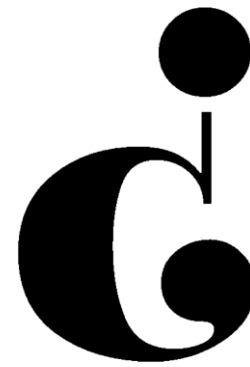
¿ Qué hace feliz a tu empresa ?
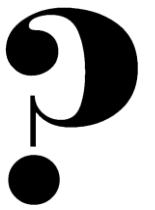
CUSTOMER EXPERIENCE

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VISTO DESDE LA EMPRESA

El diseño y ejecución de la interacción con el cliente.

VISTO DESDE EL CLIENTE

Las percepciones, pensamientos y sentimientos del cliente al interactuar con tu marca.

MARKETING

VENTAS

SERVICIO

Diagramas que visualizan
Las acciones, pensamientos y sentimientos
De una persona o grupo
A lo largo del tiempo.

Diagramas que visualizan
Las acciones, pensamientos y sentimientos
De una persona o grupo
A lo largo del tiempo.

Easy to Understand

"Easy to figure out how to register / login to LinkedIn... It would be nice to have a preview of what the site does before creating an account"

Helpful

"Step-by-step walk through was very helpful although some questions were hard to answer but seemed relevant to the hiring process"

"The progress meter with percentages is a very helpful feature"

"Progress meter makes me want to complete my profile and become an All-Star"

Slight Frustration

"Email activation can be a frustrating process"

"Some of the intial questions do not seem relevant, which makes me feel like they are just data mining"

EMOTIONAL EXPERIENCE

Frustration

"I'm definitely not going to fill out all the information, because it is too tedious"

Intrusive

"I don't like how it defaults into selecting all of my contacts to invite to LinkedIn, it feels forceful and intrusive"

"Mass emailing invites to all my contacts seems very unprofessional"

"I'm only using this because it is the most widely used platform"

1 HOMEPAGE

2 REGISTRATION / LOGIN

3 BASIC INFORMATION / CONNECTIONS

4 INITIAL INFORMATION

5 SECONDARY INFORMATION

6 POPULATING PROFILE

(*) Kerry Bodine & Co.

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Diagramas que visualizan
Las acciones, pensamientos y sentimientos
De una persona o grupo
A lo largo del tiempo.

Phase

Awareness	Research	Choice Reduction	Purchase
Duration: 1 week	Duration: 2-3 weeks	Duration: 1 week	Duration: 1 day

Goal

| Your consumers begin by just learning about the health plan options. The key goal at this stage is to understand how the different plans work, and to ...elop the list of questions to ask. | At this stage, consumers are conducting research to expand the consideration set. While some choice reduction happens along the way, the primary goal is to broaden the consideration set and determine the final criteria for making a choice. | At this point, the consumers have the criteria set and has mostly finished the discovery phase. Now, they focus on narrowing down the list from 2-3 candidates to the final choice. | The final decision is made, and the purchase process completed. |

Touch Point Map

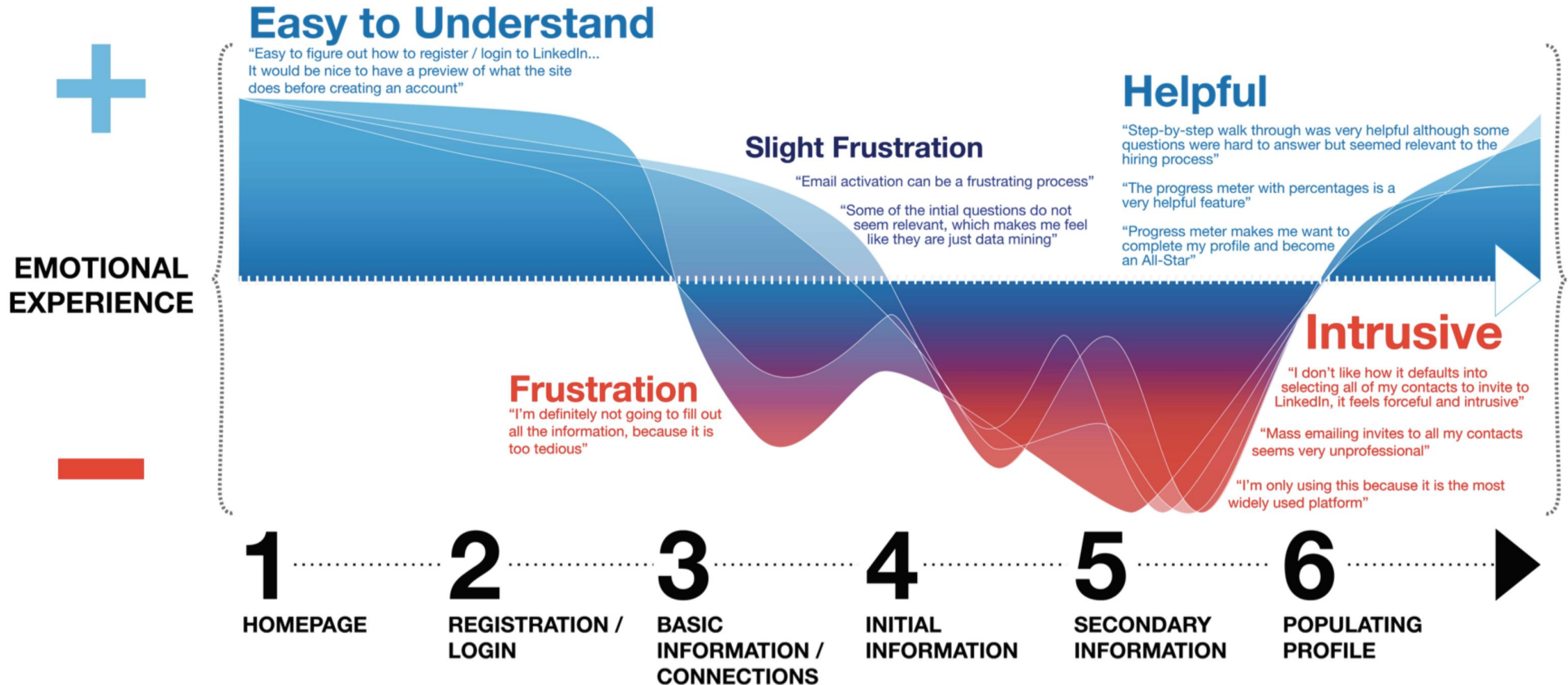The **Young Families Segment** is primarily made up of 25-35-year-olds with 1 or 2 children. With their busy lives, they rely heavily on the Internet to do their research, whether through their computer, tablets, or smartphones. They primarily talk to friends and family (especially other young parents) to make decisions.

Access to their children's pediatrician is the make-or-break criterion for a health plan. Once that is known, premium and wellness options are also important, as are an easy-to-use website.

Commercial consumers begin the process by looking through their employers' site; most Young Families members do not attend employer-sponsored meetings. Individual consumers skip this step, but follow mostly the same process.

If the process continues, Young Families members review the plan sites of the expanded consideration set.

Consumers return to the sites of this narrowed-down list of providers to review whether their doctor is in network, and to get a feel for the overall website.

...begins at ...mpany ...out the ...there are ...mpanies,

Consumers use Google to research non-employer based options. eHealthInsurance.com is a common destination. This becomes a Moment of Truth, as this step determines whether the research stage ends quickly or continues onto reviewing options outside of those offered by the employer.

Facebook is used by about 1/3 of members to ask what providers are best and to get feedback.

Young Families members search for reviews on the plans. While premium cost is the top criterion, many are frustrated by the lack of useful comparisons outside of cost. Those not using eHeatlhInsurance.com typically make their own spreadsheets to provide cost comparisons. At this moment of truth the list is reduced to 2-3 providers.

The process ends when the Young Family member enrolls through either the employer's site or through the plan website.

The final Moment of Truth involves seeking friends and family opinions to understand the quality of service provided by the health insurer. If costs are about equal, this word of mouth is used to make the final selection.

...gment does ...tensively)

⬤ ...ouch point (Area of interaction)   ✚ Moment of Truth (Critical Interaction)

Short Process	Long Proc...

Brand

Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Import	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance	Satisfaction	Importance
7.5	⊗ 8.3	6.2		🟡 8.4	8.5	6.3	7.4	7.5	5.4	6.1	⊗ 8.8	6.2	7.2	8.4	9.0	7.2	7.5	7.7	7.4

🟡 Bright Spot (High Satisfaction area to promote)   ⊗ Hot Spot (Importance significantly higher than Satisfaction)   ◯ Over-Invested (Satisfaction significantly higher than Importance)

Level of Effort
(Customer Effort Score)

About the Effort I Expected **2.9**	Far More Effort than I Expected **4.3**	Slightly More Effort than I Expected **3.7**	Far Less Effort than I Expected **1.6**

(*) heartofthecustomer.com

	Phase	Schedule Appointment	Check-In	Physical	Checkout
		Goal: No more than 2 weeks	Goal: 10 minutes	Goal: 30 minutes	Goal: 3 minutes
	Goal	The patient calls in to schedule an appointment. The Senior segment strongly prefers to talk to a representative in person. This also includes the appointment information, such as the need to fast before an appointment.	The Check-In and Waiting Room typically have small impacts on Seniors' satisfaction, unless there is a substantial delay.	Most Seniors have had enough physicals that they know what to expect. Waiting is the biggest issue for most.	The patient is released with any instructions, and schedules any future appointments.

Customer Experience Perceptions Map

The physical itself is largely positive. Seniors know what to expect, and are typically happy with the results, so long as they do not feel the doctor is rushed. Most patients are satisfied with the amount of physician time they receive.

...ted call reminds the ...need to schedule ...nt. While many ...al call, they ...mated call over ...ethods.

The mailed reminder, with information needed for the visit, is very well-received, particularly since information was added about what will be tested in the appointment.

(When doctor is available within two weeks)

A short wait for the doctor is a neutral experience. Regular check-ins to set expectations help, unless inaccurate information is given.

The check-in process can become a moment of truth, tainting the rest of the experience. If the wait is long or the waiting room is noisy, the experience spirals downward.

The checkout process is quick and easy, so long as a scheduler is available if a follow-up appointment is needed and follow-up information is available in printed form.

Satisfaction drops significantly when waiting for more than 15 minutes.

...for an ...y are

Ten minutes is the magic number. If the patient waits longer than that, dissatisfaction begins.

...the ...e list. ...comes ...ody is ...dule the

The patient speaks with a scheduler, which has a strong impact on his or her feeling about the clinic. The emotional response varies significantly depending on the availability of their doctor. If no time is available within two weeks, this becomes a negative moment of truth.

Once the process spirals downward, the physician is unlikely to be able to turn it back to a positive experience.

Scale: 100 80 60 40 20 0 -20 -40 -60 -80 -100

● Touch point (Area of interaction)   ✚ Moment of Truth (Critical Interaction)

	Schedule Appointment	Check-In	Physical	Checkout
		Waiting Room	Appointment Room	
		Kids Area	Nurse	Scheduler
...information		Check-In Desk	Doctor	
...te				
Requirements (e.g., fasting) for physical		Length of wait. Accurate information about the estimated wait time helps reduce the impact of long waiting time.	Patients quickly lose patience when left unattended. Delaying the nurse's routine for 5 minutes can actually help satisfaction, since it spreads out the waiting time.	Paper is critical for Seniors. Directly calling the patient's pharmacy also helps the patient follow the prescribed regimen.
Paper is the most effective format for the Seniors segment				

Level of Effort (Customer Effort Score)	About the Same Effort as Expected **3.1**	Far More Effort than I Expected **4.6**	Slightly Less Effort than I Expected **2.7**	Slightly Less Effort **2.3**

The **Seniors Segment** is made up of 65+ year-olds. Many are retired, so have time to schedule check-ups during the day. The majority prefer to schedule their visits over the phone, talking to a scheduler in person. They will wait until their "regular" doctor is available, even when sick.

While this is changing, older seniors do not typically utilize their health records online, preferring to keep paper copies.
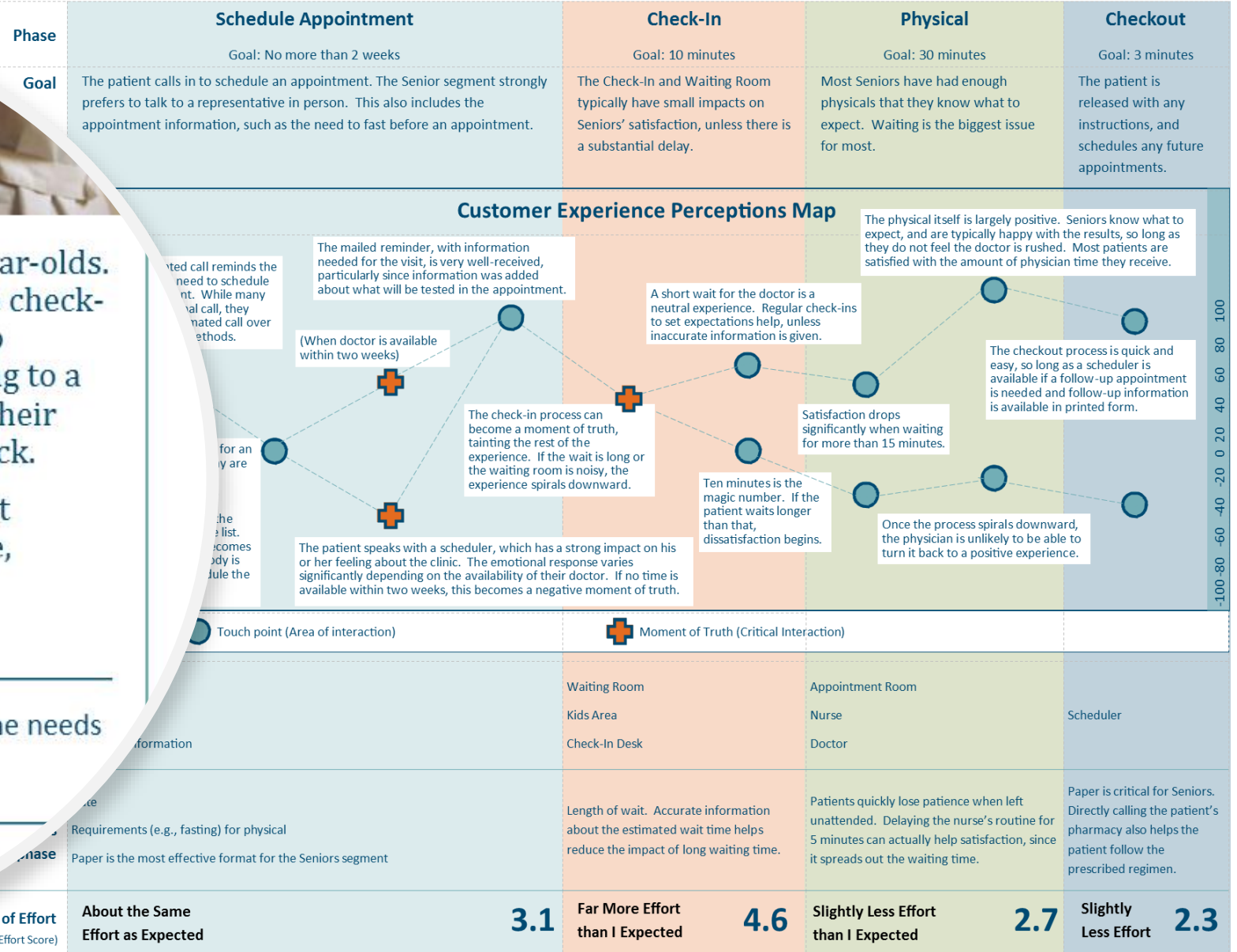
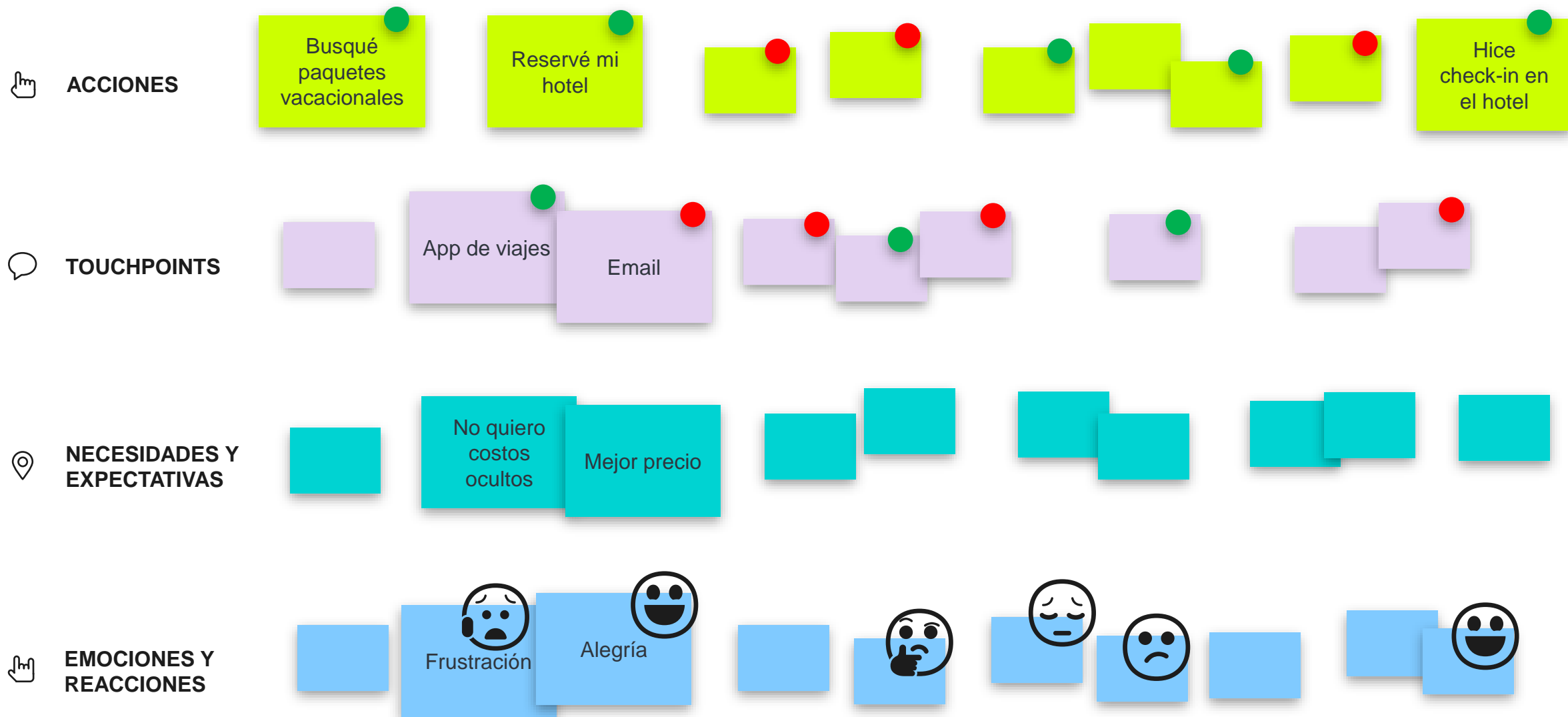Flexible sched-uling   Specific time needs

...iple ser-vices   Narrow range...

Ningún Customer Journey Map parte de la óptica de la empresa.

Comparte con tu grupo una reciente historia de viaje. Puede ser de tu vuelo, de tu hotel o de tu reserva de coche. Preferiblemente problemática y con el máximo detalle que puedas recordar.

Asegúrate de que exista una empresa detrás de esta historia responsable de la experiencia.

➔ Cada participante cuenta su historia en no más de 2'.

Escoge una historia de tu grupo.

Mapea la experiencia de viaje (Journey Map de estado actual) de esa historia.

➜ Los que están escuchando, toman nota de las acciones en notas adhesivas.

➜ Las notas comienzan con un verbo desde la óptica de quien relata.

➜ Una acción por nota adhesiva.

Busqué
en Google "paquetes vacacionales"

Confirmé
telefónicamente detalles del hotel

Hice Check-in
con mi familia al llegar al hotel

Cené
con mi familia en el restaurante del hotel

Escribí
una reseña en un sitio de viajes

zoom

WHITEBOARD

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BUYER PERSONA Y CUSTOMER JOURNEY MAPS EN ABBOTT

PREPARADO PARA **ABBOTT**

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Customers [Humans] have changed

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A new type of HCPs
Beyond traditional segmentation:
Baby Boomers, Gen X, Millennial's;
focus in:
New behaviors, content consumption
and channels preference.

Tired and stressed
Compressionalists
"I want less"

Self-starting
New Makers
"I want to share"

Rightful
World Ambassadors
"We want change!"

Conservative
Principle Guardians
"The same as usual"

More demanding in quality, time and experience

LATAM personas mapping pyramid

New targeting and segmentation is needed to address current needs and anticipate opportunities

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BEHAVIOR, MOTIVATIONS

What resonates for each HCP as human, Self-Maker, Compressionalist, World Ambassador and its motivations, better practice, growth its business, both.

DIGITAL SCORING MODEL

DISTANT to DIGITAL

DIGITAL SAVVY

DIGITAL FRIENDLY

What is the level of engagement that HCPs have with us, our channels and communications. Evaluated by their behavior in 1 year,

BEHAIVORAL LADDER

NON-USER

ADVOCATE

Marketing and Brand segmentation, content creation, Rx Pref

Example of Persona

Smart Targeting in place to address main **needs** and **opportunities**.

Dr. Alexander (57)
El Embajador del Mundo

"I cannot wait to contribute to the Covax project from WHO – this initiative in groundbreaking in bringing the Covid vaccine to developing countries.

Bio

An **X-Genner and** a recent grandfather, he has seen the dramatic change in the environment over the years, he is connected with what matters: **people & planet.** He finds often the whole **digital scene confusing,** but is trying to catch up. Sometimes his dated equipment doesn't help in doing so. He relies on his network to learn and advance his practice.

World view

He is **optimist,** but doesn't easily trust in new technologies; He is a **collectivist** and an **offline** person first, preferring always the **in-person options over self-service.**

Motivations

Price	
Comfort	
Reputation	
Speed	

Personality

Alexander is a **World Ambassador**. He follows world happenings and uses mostly national sources for that. He cares about creating long term relationship with patients and involving **family** as well.

Services he consumes

- General E-mail;
- Smartphone +3 years old
- El universal, Milenio, PubMed, The Guardian

Smart Targeting

Professional Needs
- Samples for patients and better patient onboarding tools (to explain disease and medicine)
- Simple digital management of his practice – scheduling, calling, payments, recipes

Messages he loves...
- A simpler way to order samples...
- How we're contributing to the Covax project...
- 3 ways to involve families....

Service Opportunities
- More personal relationships with sales reps
- Starting with Telehealth
- Deepdiving his therapeutic area

Most Used Channels

example only

Creating customers journeys based on personas

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SEGMENTATION CREATED BASED ON PROFILING	ACTIONS FOR EACH
1 World Ambassador	This 1st two will help to define the type of language to be used in email, RTE Subject lines, banners, CTA selection
2 Growth his business	
3 Non-User	Will determine the type of content, guidelines, articles, news, product info: efficacy, safety, MOA, etc
4 Distant to Digital	The channel to deliver the message: Field Force, Remote Call, F2F Events

| AWARENESS | EVALUATION | PURCHASE DECISION | ENGAGEMENT | RETAIN |

Piensa ahora en tu cliente. Elige **uno de lo cuatro Buyer Personas de Abbott.**

Ponte en sus zapatos. Piensa en el contexto y en qué está pensando. Descríbelo en el Excel.

Customer Journey mapping

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Customer Journey based on the Value Proposition, brand imperatives and customer insights customized per Specialty and/or Persona.

★ Conversion Point   ★ Interaction with Field Force

The World Ambassador, Science

Profile
- A Millennial and recent father, he is living the dramatic change in environment...

Motivations
- Very sensitive to Price and Comfort, not Brand Driven
- Speed matters, in person contact

Personality
- As a World Ambassador he follows world happening and use national sources for that

He is into
- Email and general services
- Iphone, 3 years old

Phases	AWARENESS	INTEREST	EVALUATION	ACTION	RETAIN
Customer Steps	Watch a banner or information at Social Media, eMaii, or RTE	Click on the info based on Topics and main messages (World Ambassador / Science)	Evaluation of the patient is done, with current conditions which option to prescribe	Interact with Sales Rep or Remote Call	Ongoing medical practice, patients' evaluation and diagnosis
Feeling	Interest and curious	This is interesting	Concern, some patients have different needs a new approach is needed	Happy, satisfied	**Overwhelmed, patient load has decrease since the pandemic -23%**
Thinking	Let's see what's new	Wanted to know more	I had received some updates about new research	Let's spend some time reading this article and/or let's call the Sales Rep	How to bring patients back to consultation and/or introduce them to Telemedicine?
Channels & Abbott touchpoints	Social Media, eMail, RTE	Connect content: Premium Content, KOL lectures	**Guidelines, interactive clinical cases, different treatment options**	RTE, Scheduler if available, Samples delivery, Connect	Visit – Remote Call or RTE from Field force; eMail Connect, KOL Opinion/Discussion; Connect 1 a month, deliver value content
Needs or Gaps	Better understanding about telemedicine and Digital trends in medicine practice	Keep me updated on the new trends	New information and research, different cases with comorbidities	Sales rep waiting in HCPs office, not enough time between patients' consultation.	Content for Telemedicine and local Medical associations in best practices
Challenges / Opportunities	O: Beginning with some telemedicine consultation; Sales Rep deep understanding of Telemedicine options available	C: Too many priorities and not enough time; O: Drive the interest with real world examples of particular telemedicine options; Updates in world's happenings & best practices	C: Time to market, speed is needed. O: Call the Sales Rep or eMSL por new information based on specific conditions.	C: Connect at the right time wit the right tools and content, to deliver the full message. O: Sales training, understanding better their customer and sales excellence certification.	C: Connection once a month might not be enough; O: Propose support in Telemedicine to bring patients back; Connection with Medical Associations for data around telemedicine or any particular patient cases

Research
- What research methods or data sources are you using to create the map?
- IQVIA. Post COVID engagement with Pharma Companies. Dec 2020.
- Database segmentation by country. Internal. Sep 2021.

Validation
- How will you validate the insights generated?
- Digital Survey – Multi country Market Research.
- Who (employees, teams, partners) will help validate insights/solutions?
- External agency + employees.

Ningún Customer Journey Map parte de la óptica de la empresa.

Hoy hemos visto.

Qué es un Buyer Persona

Qué es un Customer Journey Map

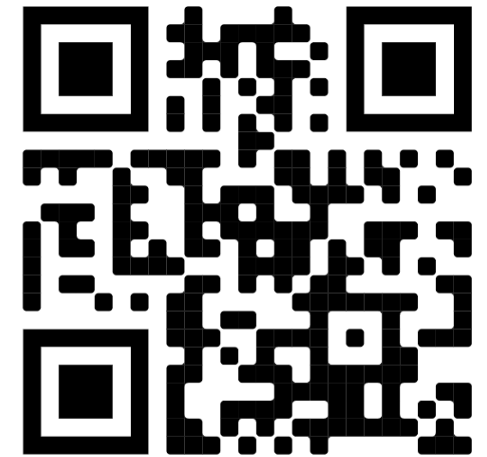Cómo aplican en el negocio de Abbott

¿Qué te pareció este Workshop?

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Excelente 🤘 A

Bueno 😃 B

Regular 😐 C

No me gustó 💩 D

KUNMAP