

INGUO HELPS LEADING LIFE SCIENCES FIRM FOCUS ON **DRIVERS OF SATISFACTION** AHEAD OF FALL TRAINING PROGRAM

PROBLEM

One of the largest Life Sciences firms in North America struggled with their CX program, asserting it did not identify what was truly important to their customers. This company had already planned a major training initiative in the Fall at all their 400+ locations, but they did not know what their front-line staff should focus on.

“One thing we were missing was this type of deeper causal analysis. Something we wanted to do but couldn’t find products that worked.”

INGUO SOLUTION

Inguo has the world’s first and only automated causal discovery tool, born from the AI Labs of NEC Corporation. We help researchers easily leverage sophisticated analytics to learn how their data is interrelated and identify what variables drive key outcomes (like Overall Satisfaction). Inguo’s causal graphs can be used to spur ROI-focused decision-making across any organization.

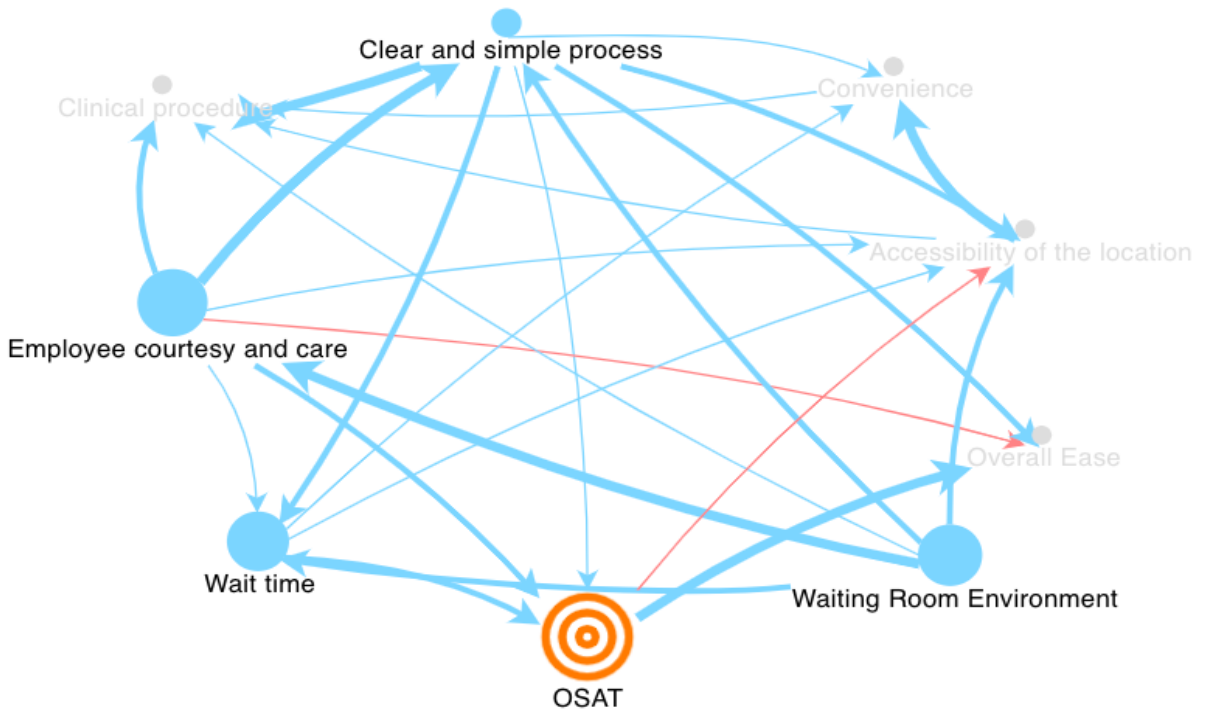
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The causal graphs are easier to read than any other driver analysis... Normally we’d have to theorize, but Inguo allows us to quantify.

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RESULTS

Inguo analyzed causal graphs of the total sample, as well as those of several key demographic cohorts. The causal graph for the total sample is shown below.



Three key takeaways:

- ✓ Keep wait times to a minimum. People want to get in and get out, especially men. A nice waiting room environment enhances the experience and leads to higher satisfaction.
- ✓ Ensure staff are attentive, friendly and empathetic. They could make or break a patient's satisfaction – especially important for older customers.
- ✓ Simplicity, especially key for females, will drive OSAT higher. People expect the testing process to be clear and straightforward.

These eye-opening results will be leveraged by the Operations and Training Teams to ensure that facilities across the country are meeting the needs of their patients, while helping to develop more robust benchmark metrics that focus on what's most important to customers.