

Understanding Perception Regarding a Particular Drug

Improved CSAT ratings;
Increased sales

Improved packaging,
leading to lower costs

New marketing campaign to
deliver the right message

CLIENT CHALLENGES

- To analyze physicians' and patients' perception about a particular drug
- To identify the brand and generic name of a drug
- To notice all the brands of an individual generics
- To draft a code frame (codebook) from complex/ unstructured raw data and their categorization

OUR APPROACH

- Conducted analysis on raw data and notified brands and generic names of all the brands
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- Created a well-organized and efficient code frame from unstructured raw verbatim with more appropriate categorization
- Physicians' and patients' responses were analyzed by our highly skilled and knowledgeable pharma professionals and coded the Open End responses by assigning more appropriate codes

IMPACT DELIVERED

- A well-structured, explanatory and efficient code frame with high quality was delivered
- Count of each code was provided along with code frequency in code frame
- Delivered error-free coded data in a client-agreed format

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We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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