



Case study

Too much data, not enough insight

The case

A major global pharmaceutical company used an in-house system to gather agency relationship performance data. However, they found that the time it then took to analyse the data meant that review meetings with the agencies were happening very late.

All the effort was being spent on analysing the data, rather than on understanding the results and making improvements.

Aprais restructured the data to suit the company's scope of work and geographic and agency structure. We then imported this into the Aprais Customer Portal and re-presented it through a bespoke dashboard focused on their needs and priorities.

This gave the company a clear visualisation of the data, enabling them to rapidly share learnings with their agencies and focus on the joint planning of improvements.

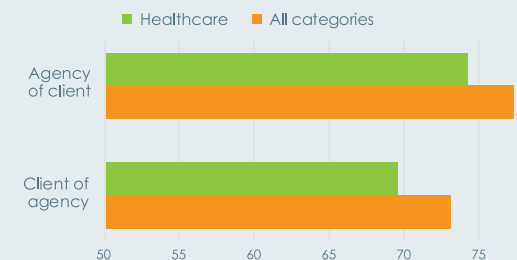
Healthcare category comparison

Generally, we find that agencies tend to score their marketer clients higher than marketers score their agencies.

With this in mind, comparing client–agency relationships in the healthcare category with 23,000 evaluations in the Aprais database reveals:

- Clients in the healthcare category rate their agencies 3 points below the Aprais 'all-categories' benchmark.

- Agencies also rate their healthcare clients around 3 points below the same benchmark.



About Aprais

At Aprais we help companies doing business with each other, improve their business relationships. We are the world leader in team performance evaluations.

Over the past 20 years, we have measured, monitored and improved client–agency and client–supplier relationships for many of the world's leading companies. By benchmarking results from more than 23,000 evaluations, we identify problems that limit client–agency value. Once identified, we help change team behaviour through training and workshops to unlock business potential.