



90% Increase in
Customer Coverage for
NPS® and CSAT

Monthly Analytics Updates
12x Increase in Frequency
Compared to annual surveys

97% Increase in
Customer Coverage for
Customer Health Scores

Continuous Driver Analytics for
600 + Operational Metrics
Including Relative Impact on NPS® and CSAT

SUCCESS STORIES

Omnicell Uses Customer AI
For Comprehensive NPS®
And Customer Health Scores



As a leading provider of medication management and adherence solutions for health systems and pharmacies, Omnicell is keenly focused on delivering greater efficiency in one of the highest cost and disconnected areas of healthcare. Through Advanced Services combining technology, expertise, and intelligence powered by a connected intelligent infrastructure, Omnicell is helping to enhance clinical and business outcomes across inpatient and outpatient care settings, from the bedside to home. Omnicell's mission is to be the clinician's most trusted partner for medication management. And that trust is rooted in delivering a positive customer experience.

From Incremental Improvement To In-Depth Insight

Brenda Barry, Vice President, Customer Experience Strategy at Omnicell, spearheaded Omnicell's investment in OCX Cognition software to deliver predictive CX analytics. Initially, Omnicell wasn't considering a predictive CX analytics solution. Instead, its focus was on improving its existing Net Promoter Score® (NPS®) survey. But through conversation with OCX Cognition, Barry said, "we learned that no matter what incremental improvements we made in our survey program, we weren't going to achieve the in-depth customer insights that we were seeking."

Comprehensive NPS with Customer AI

Omnicell implemented Customer AI from OCX Cognition. With the software in place, Omnicell has visibility to the sentiment across its entire customer base instead of just a small sample size received in surveys. "We now have a more complete view of insights than we've ever had in the past," Barry said. "And we're also really excited about the transparency that comes with having real-time access in a mobile application which we can share across teams instead of remaining with a small team of business analysts." The fundamental challenge for Omnicell is shared by all survey-based customer feedback programs: incomplete insights that fail to guide change.

Summary

Omnicell focuses on customer experience as a central component of trust—a critical element of their leadership in the medication management business.

Measuring and managing customer experience requires a focus on data. Compared to an annual survey program, Customer AI data includes scores for 10x more customer experience factors, on 90% more customers, with updates 12x more frequently.

Customer Success is a major investment at Omnicell that can prove difficult to scale. Omnicell deployed Customer AI to introduce data-driven Health Scores and improve coverage from 3% to 100% of their customers.

Using the deep operational analytics included in Customer AI, Omnicell now has a 360 degree view for all of their customers that predicts future customer attitudes as well as the underlying operating metrics that are driving them.



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Brenda Barry
Vice President CX Strategy

Key Challenge

“One of the biggest challenges we’ve had with Net Promoter Score surveys over the years is that data and the responses would come back, and we didn’t know how to act upon it, it was too vague,” Barry said. “And what I really appreciate about the predictive analytics is it points then to specific drivers that we can then go and take action.”

Data-Driven Customer Health Scores For Every Omnicell Customer

In addition to surveys, Omnicell uses telemetry and a Customer Health Score that includes team assessments of customer sentiment. “The challenge with the Customer Health Score was that it was really difficult to scale to cover all of our customers. For example, we would have a referencable customer, or believe we would have a referencable customer, and an event would occur, and then sentiment would change,” Barry said.

Operational Impact And Actionable Insights

Today, with Customer AI in place, Omnicell has up-to-date insights on 100% of their accounts. “We’re able to connect that real-time data in our operational data and connect it to what we believe the customer is perceiving. We have a 360-degree view of the customer and when an event occurs, we know proactively that sentiment could change.” Omnicell looks forward to using its Customer AI data to make business changes and invest in proactive improvements, and it’s already benefiting from previously unavailable insights on its customer base. “What our data has provided so far is early indicators or alarms that we can get ahead of,” Barry said. “I’m looking forward to the day when a customer success manager can use the OCX Cognition predictive data to call up a customer and alert them to an issue the customer wasn’t even aware of, or compliments them on how well they’re using our solutions and ask them to share with us their best practices,” she said. “And I think that’s when we know we’ve actually provided real value to our customers.”

OCX Cognition is a leader in the new enterprise software category –Customer AI. Comprised of configurable, next-generation services, like Generative Analytics, Generative AI, and Automated Machine Learning, Customer AI delivers enterprise-grade predictive analytics that allow companies to radically upgrade their Customer Experience, Customer Success and Renewal Revenue programs. Built on the latest technologies like elastic compute, storage-on-demand and AI automation, Customer AI delivers a complete, continuous, unified view of customer analytics that unlocks productivity gains for teams throughout the business.