



# Pharmaceutical Distributor Evaluation Research

If you cannot MEASURE it you cannot IMPROVE it

## UAE Pharmacists Satisfaction - Syndicated Research



Dimensions Research presents its UAE pharmaceutical category syndicated research. Drawing on our professional resources in this region, we are proud to bring this cost effective decision-making tool to your desk.

### WHAT is a Customer Satisfaction Research?

- ▶ Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service.
- ▶ The achievement of customer satisfaction leads to company loyalty and product repurchase.

### HOW do a Customer Satisfaction Research?

- ▶ The problem companies' face is how to increase market share and profits using this strategic weapon.
- ▶ They need to understand how to quantify, measure, and track customer satisfaction.
- ▶ Without a clear and accurate sense of what needs to be measured and how to collect, analyze, and use the data as a strategic weapon to drive the business, no firm can be effective in this new business climate.
- ▶ Plans constructed using customer satisfaction research results can be designed to target customers and processes that are most able to extend profits.

### Objectives of this Research?

- ▶ Measure pharmacist's satisfaction.
- ▶ Understand what factors of 'buyer & supplier relationship' are important to the pharmacists.
- ▶ Evaluate the performance of different distributors on the factors seen important by the pharmacists.
- ▶ Identify direction for improvements.

### How you benefit from syndicated research?

- ▶ Customer satisfaction studies usually have large sample sizes and detailed reports on consumer preferences, importance attributes and performance.
- ▶ This impacts the cost of research. However, when this research is syndicated the overheads of the survey are shared by all the subscribers, hence making the data high value for money for every subscriber.

### How large is the research sample?

- ▶ Stratified sampling procedure was used.
- ▶ Representative sample of 200 was covered across UAE according to the universe population.

### Whom should you call for Inquiries?

Malik Shamim – Research Director.  
 Ph: 00 971 6 556 9494  
 Email: [malik@dimensionsintl.com](mailto:malik@dimensionsintl.com)

### WHY do a Customer Satisfaction Research?

- ▶ Competitors that are prospering in UAE recognize that measuring customer satisfaction is the key. Only by doing so can they hold on to the customers they have and understand how to better attract new customers.
- ▶ The competitors who will be successful recognize that customer satisfaction is a critical strategic weapon that can bring increased market share and increased profits.

### Unreliable practices to measure satisfaction?

- ▶ Too many companies rely on outdated and unreliable measures of customer satisfaction.
- ▶ They watch sales volume.
- ▶ They listen to sales reps describing their customers' states of mind.
- ▶ They track and count the frequency of complaints.
- ▶ And they watch aging accounts receivable reports, recognizing that unhappy customers pay as late as possible -- if at all.
- ▶ While these approaches are not completely without value, they are no substitute for a valid, well-designed customer satisfaction survey program.

### Research Methodology?

- ▶ Interviews were conducted with pharmacists.
- ▶ A structured questionnaire was used to record responses.
- ▶ Only pharmacists who are responsible for the day to day running of the pharmacy were interviewed.

### What information areas are covered in this research?

- ▶ Overall Distributors Ranking - Satisfaction Index
- ▶ Drivers important to pharmacists satisfaction
- ▶ Satisfaction with distributors on important drivers
- ▶ Profile of Pharmacists: Gender, Nationality, Education, Monthly personal income.

### How much will you pay to subscribe for this research?

**Total Investment : USD 4,500**

### How to Subscribe?

Sign below and fax back on : 00 971 6 556 9449

Company:  
Name:

Signature: