



**BIOCLINICA**<sup>®</sup>  
AN ERT COMPANY

# How we arrived at the **five values** for our client relationships



# Our Mission

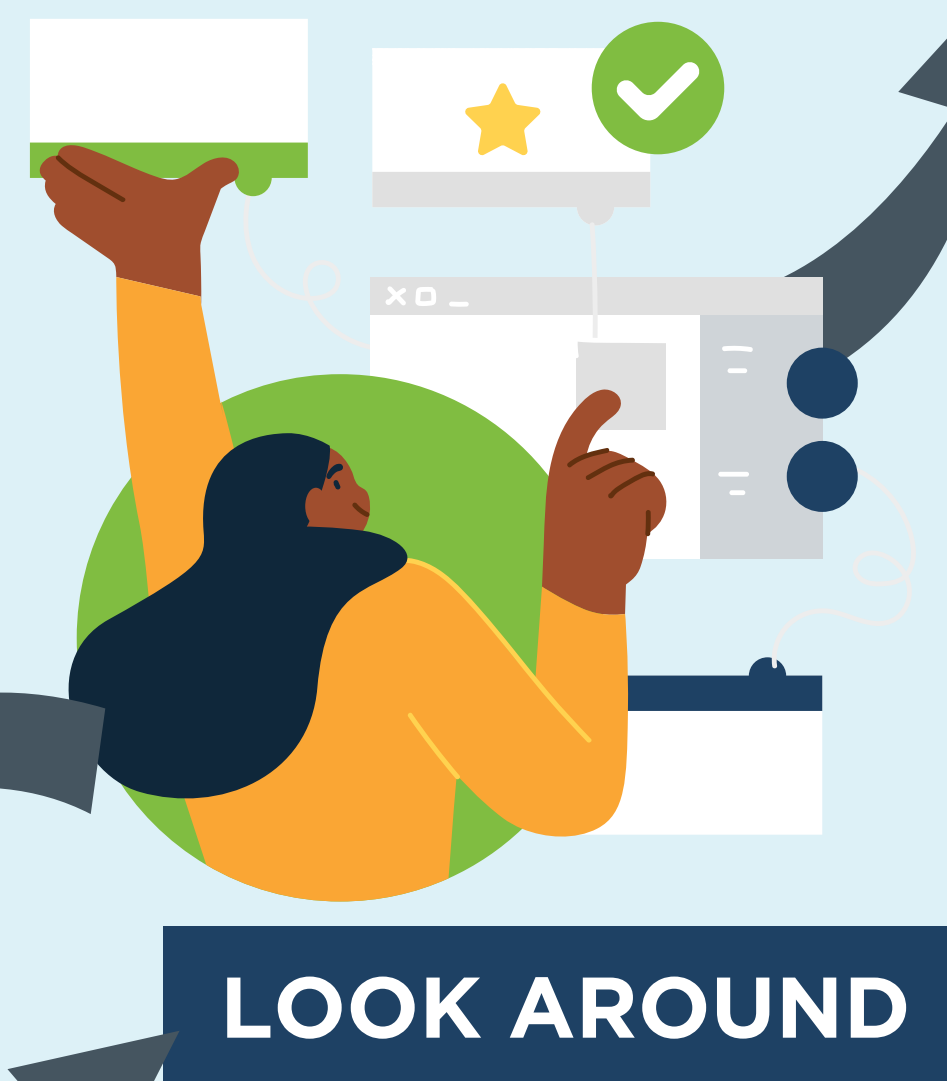
## We aim to:

- **Maximize the value** that our customers derive from our products, we derive from our customers and our team derives from working at Bioclinica.
- **Minimize friction** for our sales teams to sell the solution, service teams to deliver the solution and customers to adopt the solution.



# Collective Reflection

Our team leaders discussed how we think we currently treat our clients, what we think our clients expect from us, and customer service experiences that we've had in the past—both good and bad.



# Looking Inside

## How do we treat our clients today?

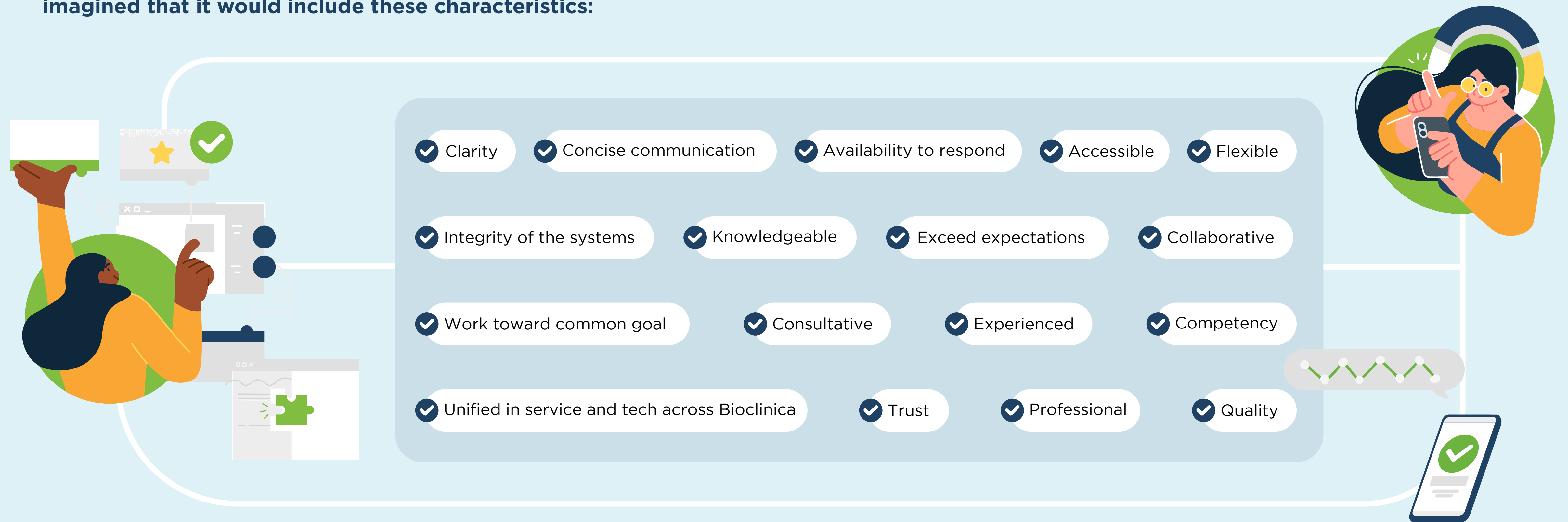
As we reflected on our client relationships, we used these phrases to describe our current behaviors:



# Looking Around

**If you were a client buying Bioclinica software and services, what would you expect in your relationship with Bioclinica?**

Next, we looked outward to determine what a responsive, healthy client relationship looks like, and we imagined that it would include these characteristics:



# Looking Outside

**Which company in your opinion embodies the best customer relationship and why? What has been your best experience as a customer and why?**

Finally, we looked beyond Bioclinica and shared customer service interactions that left us with a positive feeling.

## Southwest

**Southwest Airlines:** Felt safe and listened to.

## LANDS' END

**Land's End:** Satisfaction guaranteed — quality and will replace any defects, no questions asked.

## Quicken Loans

**Quicken Loans:** Easy/pleasant to deal with, collected all info upfront (once and done), fast timelines, price.



**Local bookshop:** Knowledgeable, welcoming, patient, give you space, software that knows what you've bought.



**Credit Union (purchase of car):** Did all the work for me — negotiating with dealer, drafting contracts, drove car to house.



**Apple:** Went above and beyond their promise to make sure the customer was satisfied with the outcome.

## Johnson & Johnson

**Johnson & Johnson:** Worried about the well-being of the relationship, not just trying to get everything they can out of the vendor. They see us as a partner and want to make sure they aren't asking us to overextend.

- SAFE
- LISTENED TO
- RESPECTED
- WELCOMED

- CARED FOR
- SATISFIED
- VALUED



**Chick-fil-A:** Friendly, accommodating, speed of delivery.



**EarnUp:** Anticipated your needs before even stating them.

# Defining Our Values — The First Cut

1. Customer-centric
2. Holistic communication
3. Predictive client management
4. Quality
5. Accountable
6. Respond quickly
7. Service attitude
8. In-depth product knowledge
9. Solution focused (problem solving)
10. Data driven
11. Active listening
12. Help customers help themselves
13. Take an interest
14. Make a great first impression
15. Persistent



# Our Values — The Final Cut

1

We are customer-centric.

2

We focus on quality.

3

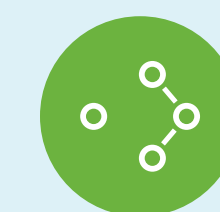
We hold ourselves accountable.

4

We predict what our clients need.

5

We communicate in a dynamic manner.



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