



M E D I A A D V I S O R Y - A U G U S T 1 4 , 2 0 0 8

Quaero to Host Webinar about Improving the Customer Experience to Drive Competitive Advantage in the Pharmaceutical Industry

Multichannel Marketing Experts Discuss the Business Impact of Customer Experience Management

WHAT:

Quaero, a leading provider of multichannel marketing solutions, will sponsor a complimentary one hour Webinar titled “Using Physician Insights to Create Experiences that Drive Competitive Advantage.” During the Webinar Quaero customer experience experts will explore why the customer experience is critical for pharmaceutical organizations. They will discuss how to increase customer satisfaction and loyalty while reducing inefficiencies, better align customer service activities with experience expectations and identify rapid, but impactful initiatives to drive revenue.

WHEN:

August 19, 2008
1:00 p.m. – 2:00 p.m. EDT

WHO:

Jenny Belser, Director of Enterprise Performance System, Quaero
Jennifer Monahan-Searles, Vice President of Customer Strategy, Quaero

Belser is a customer experience expert with more than 15 years of consulting experience in all facets of customer relationship management. Monahan-Searles brings customer and marketing strategy expertise as the current leader of Quaero’s Customer Strategy Center of Excellence.

WHY:

Improving the customer experience is crucial in the rapidly growing and highly competitive pharmaceutical industry. Pharmaceutical companies understand the importance of customer relationship management (CRM) and continue to outpace other industries in the adoption of CRM. A proud member of the DMA Pharmaceutical council, Quaero is a marketing consulting and technology partner to seven major pharmaceutical brands and three of the top pharmaceutical companies in the world. Quaero experts have both knowledge and experience to help pharmaceutical companies build the customer relationships necessary for success. For example, Quaero recently implemented a relationship marketing database and campaign management solution for a pharmaceutical company struggling to identify and segment customers. As a result, 1 million therapy candidates, patients and healthcare providers were acquired and are currently being maintained in the relationship marketing database.

Registration: <https://www2.gotomeeting.com/register/611621875> Pre-registration is required.

Space is limited. The event will be archived for interested registrants.

About Quaero

Quaero delivers multichannel marketing solutions that help companies build long-lasting customer relationships, improve marketing effectiveness and realize measurable return on investment. We specialize in helping marketers solve their most complex challenges and accelerate marketing performance through a proprietary blend of strategy, analytics and technology.

Quaero serves category-leading clients in Financial Services, Pharmaceutical/Healthcare, Media and Publishing, Travel and Leisure, Retail, Telecommunications, and Business Services. To learn more, please visit www.quaero.com.

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MEDIA CONTACT:

Michelle Boockoff-Bajdek, Quaero

Office: 781.345.7357

mbb@quaero.com

Additional Media Contact:

Sheila Bohan, Emerge Public Relations

Office: 617-729-3185

sbohan@emergepr.com