A COMPREHENSIVE STUDY ON STRATEGIES FOR CORPORATE CLIENT ACQUISITION IN THE DIAGNOSTICS INDUSTRY

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INTRODUCTION

The diagnostics industry plays a crucial role in preventive and curative healthcare.

With increasing corporate emphasis on employee wellness post-COVID-19, diagnostic service providers have become essential partners.

Companies now include annual health checkups, preventive screenings, and wellness programs as part of their HR and CSR policies.

However, acquiring and retaining corporate clients remains challenging due to competition, price sensitivity, and evolving expectations.

OBJECTIVE OF THE STUDY

To identify the key strategies used by diagnostic companies for acquiring corporate clients.

To analyze the role of B2B and B2I marketing approaches in corporate client acquisition in the diagnostics industry.

To explore the major factors influencing decision-making among corporate clients while selecting diagnostic service providers.

To evaluate the effectiveness of relationship management and client retention strategies used by diagnostic labs

RESEARCH METHODOLOGY

Approach: Mixed Method (Quantitative + Qualitative)

Sample: 53 respondents (60% corporate professionals, 40% diagnostic executives)

Tools: Google Forms, In-depth Interviews, Cold Calls, Excel.

Techniques: Descriptive statistics, thematic analysis

Ethical Considerations: Informed consent, voluntary participation, data anonymization

KEY FINDINGS

Respondent Profile:

- 53 corporate stakeholders participated.
- Majority were Executives (26.4%) and Sr. Executives (24.5%).
- 47.2% respondents were from the IT/GECC sector.
- 75.4% had less than 5 years of work experience.

Awareness Channels:

- 41.2% discovered diagnostic services via Online Search
- 41.2% via Cold Calls/Sales Representatives
- Only 15.7% via Referrals and 2% via Industry Events

Selection Criteria for Providers:

- 50% prioritize Service Quality
- 34.6% give importance to Competitive Pricing
- Other influencing factors: Turnaround Time, Brand Reputation, Technological Capabilities

Communication & Responsiveness Satisfaction:

- 30.8% Satisfied, 30.8% Very Satisfied
- 38.5% Neutral
- No major dissatisfaction recorded

KEY FINDINGS

Retention Drivers:

- 57.7% find Loyalty Programs "Very Influential"
- 28.8% find them "Extremely Influential"
- Digital Access rated "Very Important" by 71.2%

Evaluation Frequency:

- 50% of companies evaluate/change providers annually
- 28.8% do so every 2-3 years
- 17.3% switch only when issues arise

Desired Service Improvements:

- 78.8% want On-Site Sample Collection
- 76.9% expect Faster Report Turnaround Time
- 32.7% prefer a Dedicated Relationship Manager
- 25% prefer Customized Health Packages

Effective Marketing Channels:

- 83% consider Direct Sales Visits as most effective
- 13.2% prefer Social Media outreach
- Email, Health Camps & Sponsorships had minimal impact

DISCUSSION & INTERPRETATION

- Service quality is a non-negotiable expectation among corporates.
- Corporate buyers expect a blend of operational efficiency, speed, and relationship value.
- There is increasing demand for:
  - Seamless digital access (portals, apps)
  - Real-time report tracking
  - Customized service models
- Loyalty and convenience matter more than brand image alone in Tier-2 markets.
- Despite digital transformation, human interaction remains the key for B2I acquisition.

KEY CHALLENGES FACED BY DIAGONESTICS COMPANY

- Lack of structured CRM systems for corporate engagement
- Limited digital footprint in smaller diagnostic setups
- Overreliance on sales visits without digital backup or value-added follow-up
- Price pressure vs. service quality dilemma
- High churn rate due to lack of proactive communication

CONCLUSION

- Corporate client acquisition in diagnostics is no longer a transactional process; it demands strategic relationship-building.
- Tier-2 markets like Jaipur are growth hotspots that require agile and tech-driven outreach.
- Firms that invest in service excellence, digital engagement, and proactive retention will lead.
- The diagnostics industry must align with corporate wellness priorities to ensure long-term growth.

THANKYOU