

CUSTOMER VALUE LEADER



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Business Impact

- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Operational Efficiency
- Criterion 4: Growth Potential
- Criterion 5: Human Capital

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

AVANCE CLINICAL'S PERSONALIZED APPROACH ALLOWS THEM TO CLOSELY UNDERSTAND CUSTOMER CHALLENGES, OFFERING FLEXIBLE SOLUTIONS AND HANDS-ON GUIDANCE. THIS AGILITY AND RESPONSIVENESS MAKE THEM AN IDEAL PARTNER FOR SMALL TO MID-SIZED BIOTECH COMPANIES, MEETING NEEDS THAT LARGER CROS OFTEN CANT.

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GLOBAL RESEARCH DIRECTOR

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality. Customer Value Leadership is defined and measured by 2 macro-level categories: Customer Impact and Business Impact. These two sides work together to make customers feel valued and confident in their products' quality and performance. This dual satisfaction translates into repeat purchases and a lifetime of customer value.



Avance Clinical is a global contract research organization known for delivering timely and cost-effective clinical trials for biotech customers. With a customer-first approach, unmatched regulatory expertise, and a focus on agility and responsiveness, the company stands out as an ideal partner in the industry. Their globalization strategy and scientific collaboration further enhance its market reputation.

With its strong overall performance, Avance Clinical earns Frost & Sullivan's 2024 Global Customer Value Leadership Award in the biotech contract research organization industry.