

# The VIP customer experience

What you should expect from your cell culture media supplier

## Choosing a reliable supplier is as critical as having the right cell culture medium

The sourcing process can be complex, with potential setbacks impacting timelines and ultimately patient outcomes. Therefore, it is equally important to select the right supplier who can navigate complexity, truly understand your goals, and go the extra mile to help you succeed.

### 3.5x

A superior supplier knows when customers have an enjoyable experience, they are **3.5 times more likely** to make an additional purchase.

No matter your modality, scale, or stage of development, you deserve a supplier who listens closely, anticipates your needs, and works proactively to simplify every step. With a customer-centric culture, your challenges should be their challenges too, met with the knowledge, flexibility, and dedication to help keep your project on track. Their expertise in the global regulatory environment helps you to navigate compliance seamlessly. When you feel confident in your supplier, you can focus on what matters most: advancing your solution to market.

## A seamless ordering process

Traditional ordering processes can be cumbersome and time-consuming, with manual steps, delays in quoting, and unclear procedures. The right supplier will not burden you with logistics—instead they will offer a consistent, coherent, and responsive experience that gives you confidence in timelines, flexibility, expectations, and supply assurance. Every interaction with your supplier should feel like a VIP experience, from rapid quotes to feedback-driven improvements. A seamless ordering process involves efficiency, clarity, and responsiveness at every step.



## So, in an ideal world, what would a VIP journey look like?



### A smooth start

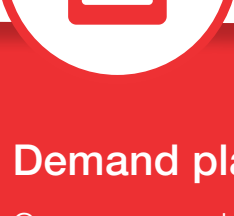
When you first connect with a supplier, it can be hard to know which team to talk to. Your supplier should take the time to understand you as a customer and connect you with the right point of contact for support.



### Fast, transparent quotes

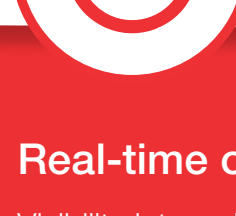
A supplier that prioritizes a customer-focused approach should deliver rapid quotes that empower faster decision-making, helping to accelerate the delivery of life-changing treatments.

An important metric to look out for is “on-time in-full” (OTIF), which measures a supplier’s ability to deliver products on time and in the full quantity ordered.



### Demand planning

Open communication avoids surprises and keeps your project on track. A supplier should offer transparency around lead times and inventory, proactively managing expectations. Dedicated and experienced technical project managers will help ensure a positive project experience.



### Real-time order tracking

Visibility into order status and delivery is crucial. Utilizing specific technologies or systems for real-time tracking, along with open order calls to discuss challenges around timings or storage capacity, can help maintain alignment between you and your supplier.

Additional tracking metrics, such as “on-time to-promise” (OTTP), demonstrate that deliveries meet agreed timelines, reinforcing confidence in your supplier’s reliability.



### Confidence in the complexities

Negotiations can be complicated, but statements of work, confidential disclosure agreements, and intellectual property concerns should have clear ownership and cross-team collaboration. Your supplier should offer regular scheduled meetings, so your project stays organized and under control.



### Continuous improvement

Many companies aim for perfection, but the ideal supplier prioritizes your experience by continuously improving—investing in automation, chatbots, user-friendly portals, and dedicated support to enhance your ordering process.



## The right services and support



### Customization

Whether you are looking to purchase a catalog product or develop your own formulation, a good supplier will have flexibility and a range of customization options. This can include modifying quantity, packaging, and components, as well as prototyping services, complex formulations, a tailored approach to testing, and support from pilot lab needs to full-scale production.



### Training and technical support

A supplier should offer training, protocol development services, and technical engagement calls to help you implement new products and optimize your workflow. They should provide examples of successful training programs and have field scientists available to visit your site and troubleshoot technical issues, such as challenges with solubility or process changes, to prevent delays.



### Proactive problem solving

When things do not go as expected, your supplier should be ready to go above and beyond. This can include rush orders to meet urgent or unexpected needs. Trained and organized staff can help keep your project on schedule.



### Learning from feedback

A good supplier should drive continuous improvements by listening to your feedback and acting on it. They should offer real-time support that responds at your pace and demonstrate superior engagement with your specific project needs, actioning requests as often as possible.

## Developing a relationship, not just delivering a product

With the right science, people, and processes in place, your supplier should deliver reliable order management, responsive support, and continuous improvement driven by your feedback—earning decades of trust by delivering excellence through experience and consistently meeting commitments.

An exceptional experience is the foundation of building a strong working relationship. A supplier that prioritizes a customer-focused approach enables not just transactions, but also trust and long-term collaboration, which plays a critical role in helping to accelerate the delivery of life-changing treatments to patients.

At Thermo Fisher Scientific, we are committed to providing transparency, collaboration, and proactive support to set a new standard for what a VIP customer experience should look like in the bioprocessing industry.

Learn more at [thermofisher.com/gibco](https://thermofisher.com/gibco)

Intended use of the products mentioned varies. For specific intended use statements, please refer to the product label.  
© 2025 Thermo Fisher Scientific Inc. All rights reserved. All trademarks are the property of Thermo Fisher Scientific and its subsidiaries unless otherwise specified. INFG-11413250 0725

**gibco**