

# *ENTERPRISE MARKETING & CUSTOMER EXPERIENCE SOLUTIONS*



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# *EVOLVING COMMERCIAL ORGANIZATION*

| Traditional Commercial Organization | Modern Commercial Organization |
|---|---|
| Traditional market research - qualitative insights gathering & small sample quantitative research. | Data, technology driven actionable insights based on large, rich data sets and algorithmic modelling capabilities |
| “One-size fits all” targeting / fixed segments | Micro or hyper segmented approach to interactions, personalization at scale |
| Product or brand centric approach to message delivery | Customer experience focus based on data driven identification of attitudes, needs, context and preferences and enabled by intelligent content |
| Linear approaches to campaign planning, design, development and execution | Iterative and self-optimizing campaigns powered by on-demand intelligent content, predictive next best action models |
| MLR approval as a bottle neck to dynamic and personalized content and campaigns | Increased speed and capacity of MLR process through automation, decentralized operations, intelligent, modular, adaptive content coupled with business rules and templates |



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# INDEGENE'S MATURITY FRAMEWORK – INTELLIGENT CUSTOMER ENGAGEMENT

| | Islands of Excellence (Efficient) | Marketing Operations Center (Effective) | Customer Experience Center (Intelligent) |
|---|---|---|---|
| |  | | |
| **Key drivers** | • Standardization and cost efficiencies<br>• Speed and innovation | • Accelerate MCM adoption, data-driven campaigns | • Delivering rich end customer experiences<br>• Delivering business outcomes |
| **Engagement Examples** | • Digital Factory, Campaign Operations, Data & Analytics Operations | • Global Content Center<br>• Modular/Atomized content<br>• Framework approach to campaign execution | • Customer Experience Center<br>• Product commercialization at scale |

Allergan AMGEN AstraZeneca Bristol-Myers Squibb GE Healthcare

gsk GlaxoSmithKline HORIZON PHARMA IPSEN Innovation for patient care Lilly MERCK Pfizer SANOFI



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# ATTRIBUTES OF FUTURE CUSTOMER ENGAGEMENT CENTER

## Driven by intelligent actions

- **Optimized Cadence, Channel**
- **Supported by On Demand Approval**




## Intelligently generated content

- Available **on demand**
- Picked up by **customer's preferred channel** anywhere in the world
- **Content reads the customer**

## Delivered by channel of future

- **Future Ready – Newer Channels, Newer Vendors, Newer Devices**



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# CUSTOMER EXPERIENCE CENTER

Product Marketing Input

Brand Strategy

Customer Excellence and Success Office (CESO)

Intelligent Operations Engine

Customer Engagement Plan




Campaign Execution

- Creative
- Content
- Data
- Channel
- Review & Approval

Campaign Outcomes

**Customer Experience Suite**

**Deep Customer Strategy**

Customer Graphs, Insights, Personas

**Measurement & Optimization**

Intelligent Actions Engine | Intelligent Content Engine

**Digital Enablement & Data Management**

Channel & Content Enablement | Data & Analytics Pipeline | Data Strategy, MDM, Governance & Management



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# *ENTEPRISE MARKETING & CUSTOMER EXPERIENCE SERVICE CATALOG*

| Customer Excellence & Success Office | Content Operations | Campaign & Channel Operations | Advanced Campaign Analytics |
|---|---|---|---|
| • Multi-Channel Strategy and Tactical Planning<br>• Account Management<br>• Marketing Services Delivery & Project Management<br>• Channel & Technology Expertise<br>• Data Strategy Management<br>• Data Governance | • Digital Factory<br>• Intelligent Modularization<br>• Globalization<br>• Repurpose / Transcreation<br>• Content Migration<br>• Content Modernization<br>• DAMS operations<br>• Content-as-a-Service | • Marketing Automation<br>  • Implementation/Integration<br>  • Campaign Design & Execution<br>  • Reporting & Optimization<br>• Media Operations (Organic & Paid)<br>  • Audit & Advisory<br>  • Media Buying (paid)<br>  • Execution<br>  • Reporting & Optimization | • Customer, Channel & Content Strategy<br>• MCM Mix & Journey Designs<br>• Digital Enablement<br>• In-Campaign Analytics & Optimization<br>• Channel/Content Personalization<br>• Data Strategy & Management |



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# DRIVING TOWARDS PERSONALIZED OMNICHANNEL CUSTOMER EXPERIENCES

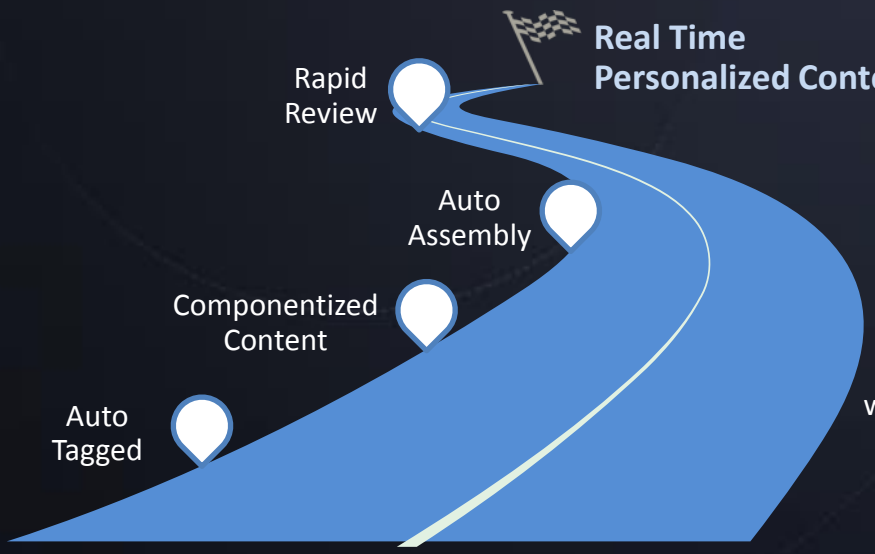
## Personalized Omnichannel

**Technology**
Integrated & Intelligent Technology

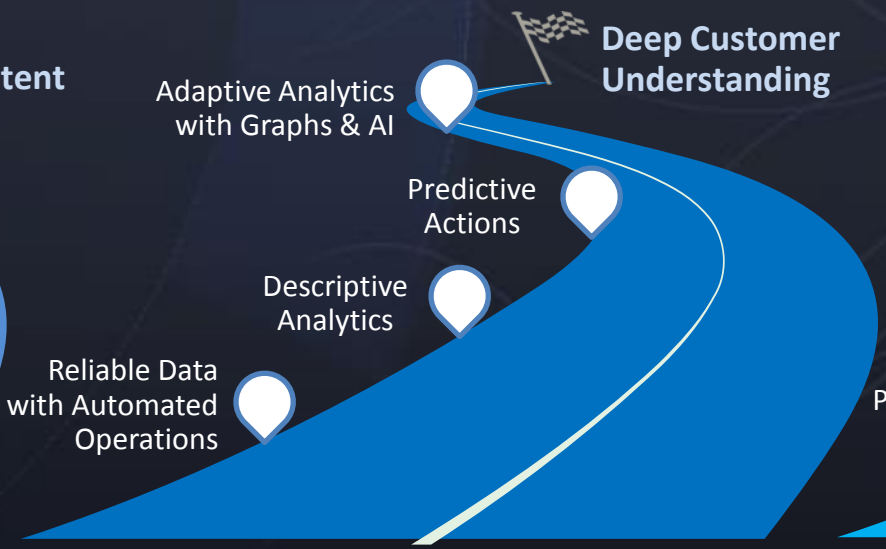


**Operations**
Scalable and Innovation Driven

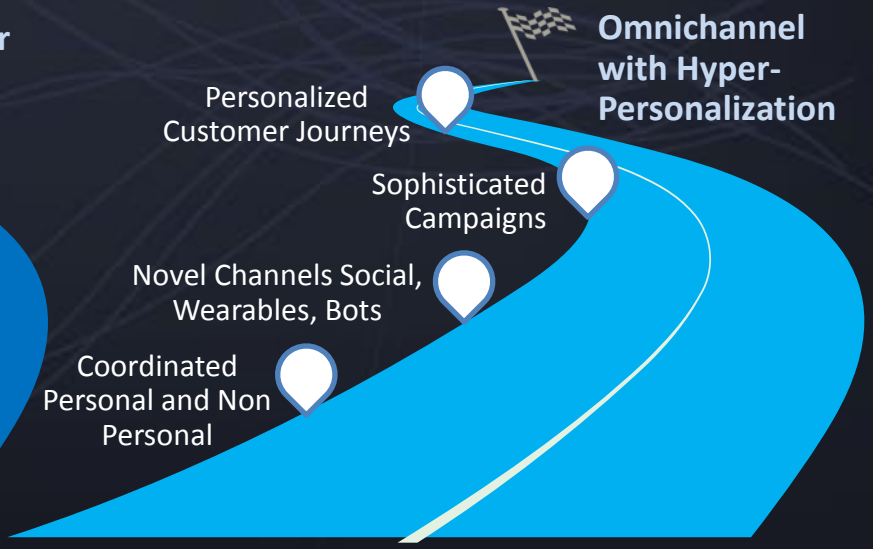
## Intelligent Content Journey




## Customer Understanding Journey




## Channel Experiences Journey






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# Thank You