

Seamless Omnichannel Experiences with Tech Mahindra HLS:

A Game Changer for Pharma Companies



Abstract

Tech Mahindra HLS (Healthcare and Lifesciences), an experience design service aimed at providing healthcare and pharmaceutical industries with omnichannel marketing solutions to meet their changing needs. With digital transformation being a must, our solution offers easy accessibility to connect with healthcare professionals and patients to provide personalized experiences. Our output-driven service offerings help pharmaceutical companies boost their omnichannel marketing KPIs and engage their customers to drive better performance.

Introduction

The pharmaceutical industry understands the importance of omnichannel marketing, especially with the current evolved digital infrastructure. The COVID-19 pandemic has hastened the adoption of digital solutions, but many companies are still beginning their omnichannel journey. Tech Mahindra healthcare and life sciences team can help by leading a data-driven omnichannel transformation for global and emerging pharma and life sciences companies. Our end-to-end solutions include customer journey mapping to data-driven decision-making, enabling omnichannel orchestration at global and regional levels.

TechM's decade-long expertise in omnichannel strategy, content, and scaled technology solutions coupled with the recent acquisition of top elite players in the behavioral science, creative, and digital marketing industry complements end-to-end service offerings.

Multichannel Marketing

Repetitive approach/content

Generic Messaging

Siloed touchpoints through multiple channels

Quantitative data based on channel execution

Strategy is built on channel-specific data

Omnichannel Marketing

Dynamic and experiential - message develops and unfolds as Health Care professionals discover

Personalized Messaging

A single view of the customer across F2F and online engagements

Qualitative data based on customer experience

Strategy is built on customer experience

Our Solution

TechM offers comprehensive services to pharmaceutical companies that can seamlessly transition from multichannel to omnichannel marketing, **delivering the right message to the right healthcare professionals at the right time.**

1. Customer Journey Planning

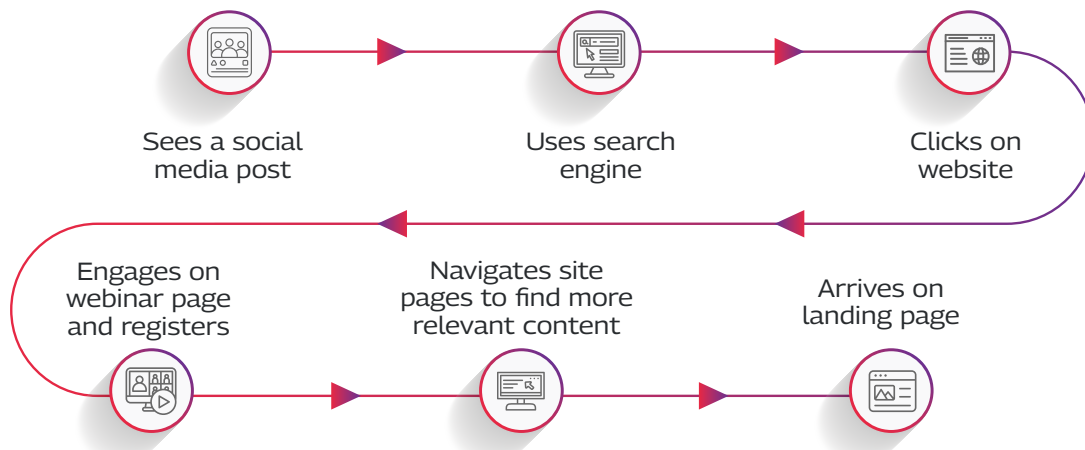
- Constructing a seamless customer journey
- Orchestrating channels and content customized to suit the HCP's needs



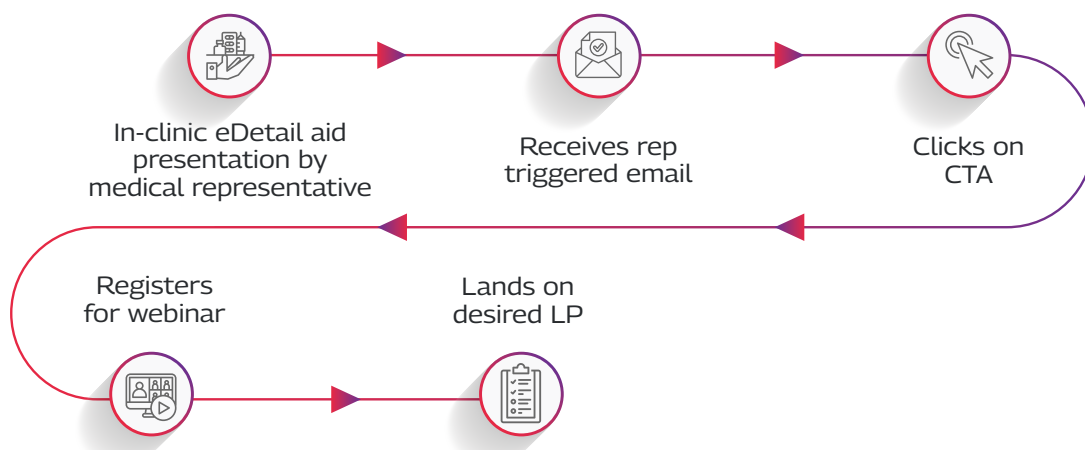
2. Customer Segmentation and Profiling

- Segment and profile HCPs based on 'known HCPs', 'unknown HCPs', knowledge levels, and interest areas.
- Adding relevance, marketing efficiencies, and bringing precision value to HCPs during each engagement.

• Unknown HCP Journey



• Known HCP Journey

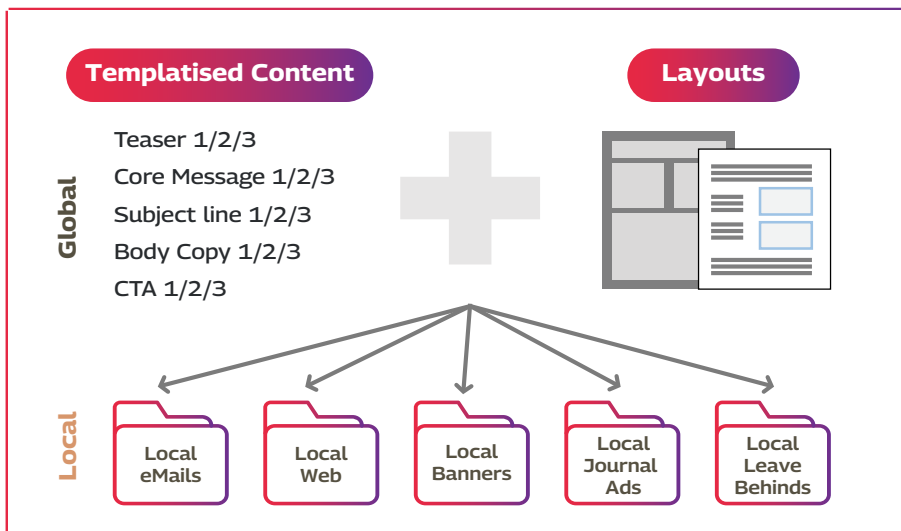


3. Measure with analytics

- Pharma companies could have the power to personalize content for each target HCP segment as per individual marketing campaigns
- Leverage an advanced analytics engine to suggest the medical reps with the relevant topics
- Before the doctor calls, set the interaction frequency, optimize the channel mix, and do so much more
- No more struggle for senior marketing executives to gather actionable insights themselves

4. Leverage Modular Content

- Refrain from repurposing one content for multiple channels - websites, emails, videos
- Streamline content creation and distribution process across markets and channels
- Eliminate the need for redundant approval process and excessive coordination efforts



By leveraging the above solution sets pharma companies can seamlessly transition to omnichannel marketing bringing efficiency, relevance, and precision value to HCPs. With TechM HLS BPS, pharmaceutical companies can achieve rapid content deployment, effective engagement, and actionable insights, ensuring success in their marketing campaigns.

Figure 2: Modular content



Benefits



Create **customer journeys** with integrated channels (using platforms like Veeva CRM, Salesforce, ON24, and Webex.) enabled by data synchronization and a seamless data pipeline



Create **automated workflows** for a visualized approach to assembling, authorizing, and reusing channel-agnostic templated content across multiple formats and categories



With the help of automation readiness, a US-based oncology company executed **15X customer journeys** in Q1'23 vs Q1'22.



Global content creation resulted in Cost savings of **GBP ~3 million, 50% reduction** in operational costs, and **40% speed** via opex and automation.



Leverage **cross-channel behavioural insights** and performance data from various touchpoints to **define HCP segments** and deliver content modified according to the specialty of the HCPs.



The NXT.NOW™ Advantage

We are a Veeva Level 4 Certified Agency with **250+ associates** using Vault Promomats for content creation, production, Librarian, quality control (QC) and medical, legal, and regulatory affairs review (MLR) approval



We are a growing pool of associates certified in OCE and Activator supporting multiple clients with **CLM and Emailer creation**



We are a platinum partner with Adobe having **150+ certified associates** working on platforms like Adobe Campaign, AEM, Adobe Connect, Adobe Target, Marketo, Magento, and Adobe XD



With **150+ Salesforce consultants, 100+ Marketo consultants, and 100+ Eloqua consultants**, we make a strong, high-performing team supporting end-to-end campaign management capabilities



Contact us today to learn more about how **Tech Mahindra's omnichannel marketing solution** can transform your **pharmaceutical marketing strategies**.

bpshls.salesmarketing@techmahindra.com



TECH mahindra



www.youtube.com/user/techmahindra09
www.facebook.com/techmahindra
www.twitter.com/tech_mahindra
www.linkedin.com/company/tech-mahindra
www.techmahindra.com
top.marketing@techmahindra.com

Copyright © Tech Mahindra 2024. All Rights Reserved.

Disclaimer: Brand names, logos and trademarks used herein remain the property of their respective owners.