



Specialty Pharma Driving Growth in Europe with Unified Data and Omnichannel Capabilities



Customer: Specialty Pharmaceutical

Organization Size: Large (10,000+)

Location: Europe

Divisions: Cardiovascular and Oncology

Solution

- Omnipresence CRM a unified cloud-based scalable, low code/no code Omnichannel Life Sciences solution

Results

- Omnichannel customer capabilities has improved go-to-market efforts.
- AI and ML capabilities has boosted sales productivity and customer experience results.
- Unified data has enhanced operational efficiency and access to insights.

Challenges

- The Commercial team identified their lack of Omnichannel capabilities was a barrier to implementing their go-to-market models and building competitive advantages.
- Expansion into the Oncology market highlighted the need to accelerate new customer engagement capabilities to build a differentiated offering to new communities.
- Legacy CRM solution was incapable of meeting their growth plans. They couldn't globally unite data and to determine customer insights.

Needs

- A device agnostic CRM solution with next-gen customer engagement capabilities to support business growth.
- Unified Omnichannel capabilities to manage, and personalize all customer interactions across global channels.
- Compatible with existing data and productivity solutions to globally unite data and provide insights
- Reduce cost of ownership by streamlining operations and eliminating legacy and third party systems.

Outcomes

- Accelerated commercial outcomes and growth to targeted customer segments.
- Intelligence capabilities have enhanced internal collaboration pinpointing new commercial growth possibilities.