



# ENABLING OMNICHANNEL MARKETING & HCP ENGAGEMENT FOR A LIFE SCIENCES LEADER

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from





# PROBLEM STATEMENT



A mid-sized pharmaceutical company with a national reach was struggling to effectively engage Healthcare Professionals (HCPs) and distributors across its branded and generic product lines.

Marketing and sales teams lacked data to optimize performance.

HCP interactions were only in-person, missing digital continuity.

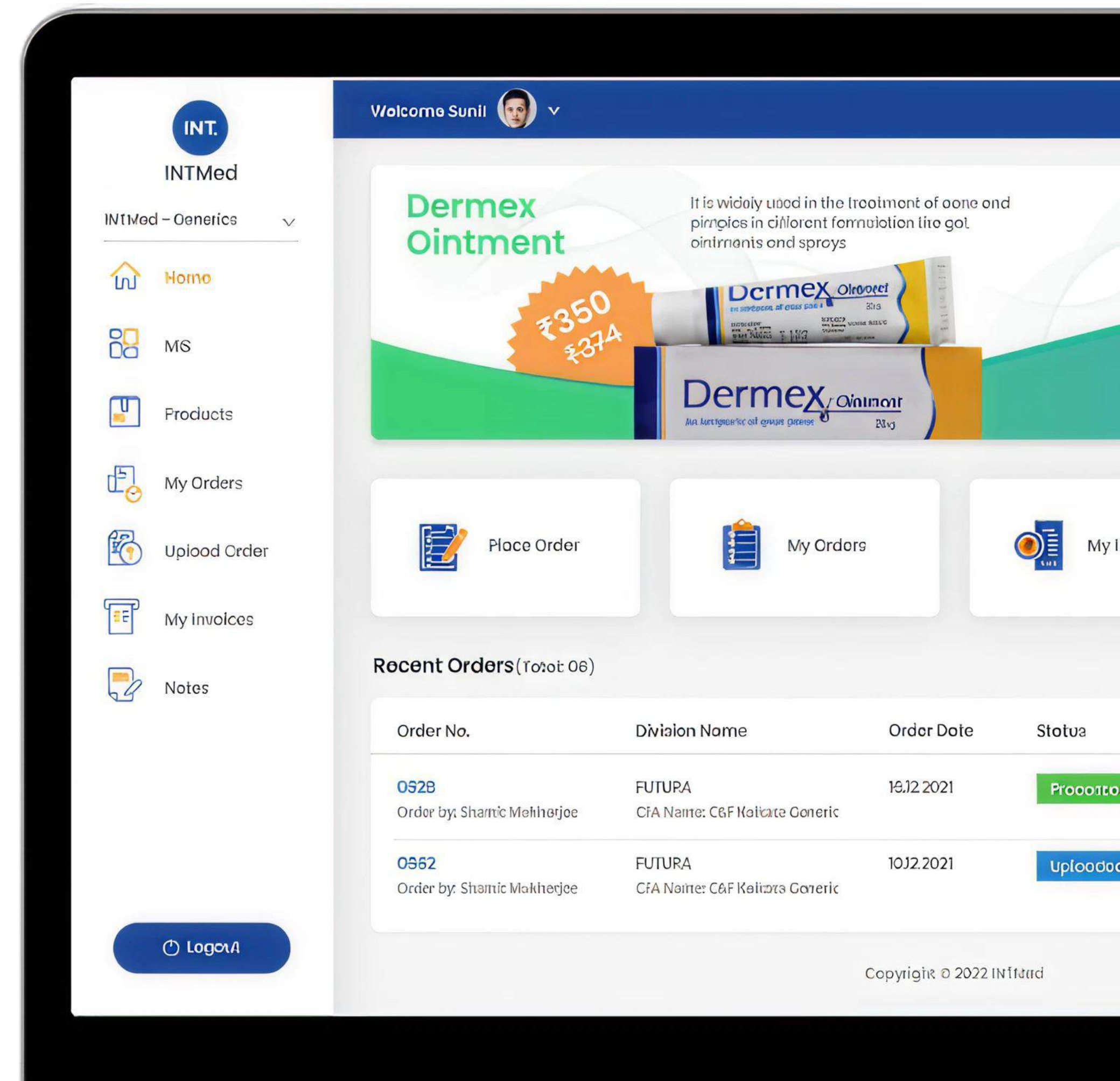
Distributors had no real-time access to product availability.

Scheme use was inconsistent due to low visibility.



INT. built and deployed a **custom Omnichannel Order Management & Engagement Platform**, purpose-built for the Life Sciences sector, connecting HCPs, distributors, sales reps, and internal teams through a secure, insight-driven ecosystem.

- ✓ **Product Listings** with live availability, expiry, and dynamic scheme visibility
- ✓ **Order Management** enabling self-service for distributors and rep-assisted entry
- ✓ **Delivery Tracking** from invoice to delivery with a complete full audit trail available
- ✓ **BI-Driven Engagement Insights** to optimize rep performance and territory outreach





# 6-Step Applied Process

01

## **Discovery:**

Mapped HCP and distributor journeys across touchpoints

02

## **Design:**

Crafted role-specific UX flows for reps, CFAs, and channel partners

03

## **Build:**

Developed a secure, ERP-integrated platform with dynamic scheme logic

04

## **Pilot:**

Tested with 75+ distributors and key sales zones for feedback

05

## **Enhance:**

Added features like smart cart pricing, PO uploads, and offline mode

06

## **Scale:**

Deployed nationwide with Power BI dashboards and SLA-backed support

## 24x7

**product visibility** and digital order access

**Distributor satisfaction** surged due to real-time information and reduced rep dependency

## 3x

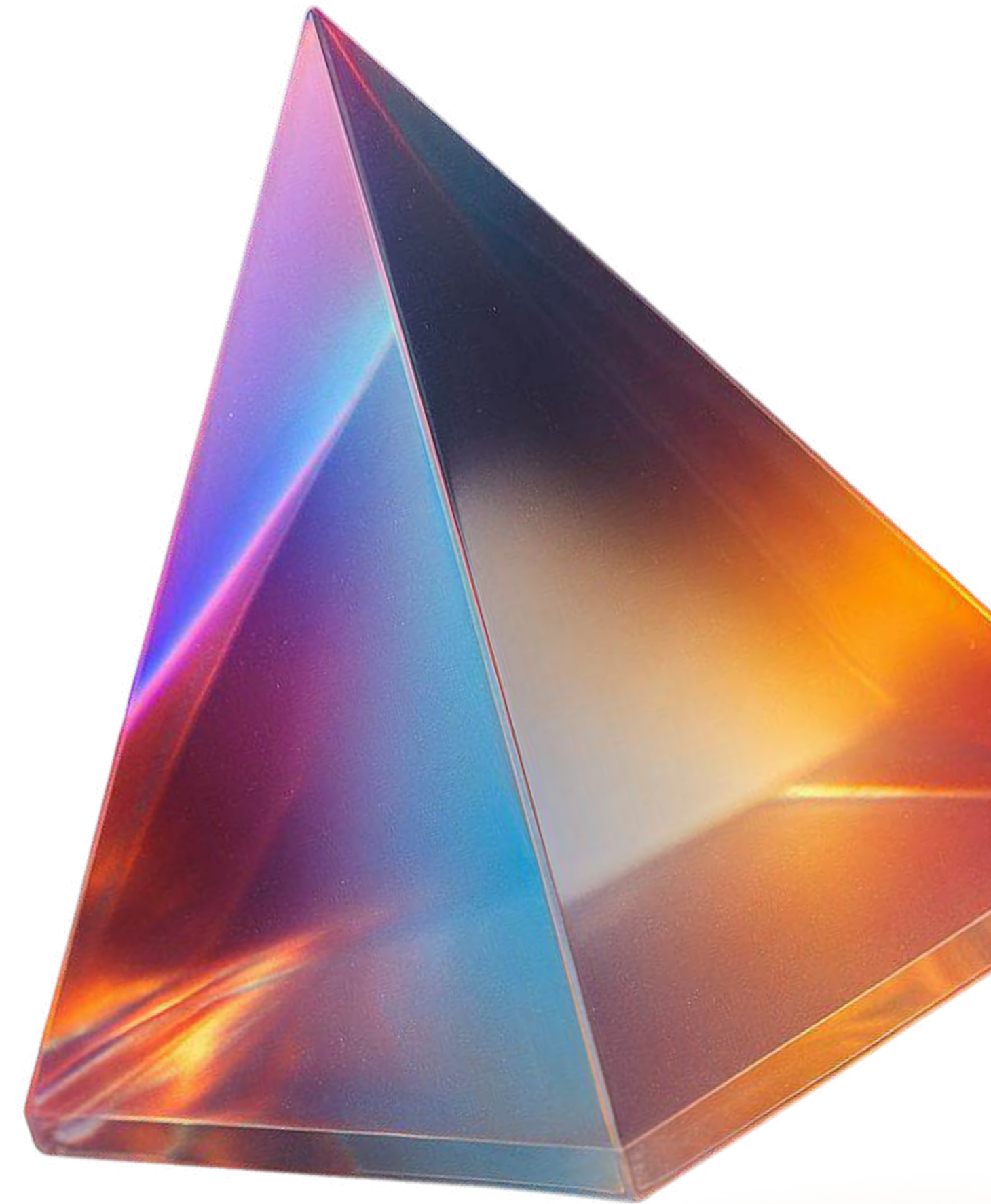
**increase in scheme utilization**, improving HCP loyalty and pharmacy pull-through

**Marketing teams** gained visibility into product uptake and campaign ROI across regions

## 20%

**faster order fulfillment** through automated workflows and tracking

**Sales teams** made data-backed decisions using territory-level performance dashboards







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