

INTEGRATION OF DIGITAL AND PHYSICAL EXPERIENCES



Capgemini helped a biotech company improve its patients' digital experiences

The Challenge

A biotech company needed to deliver a seamless experience to customers across the physical and digital interactions. Specifically, the company needed a new architecture that would allow patients receiving treatment at a physical location to check their results through the website or mobile app. This required the company to completely rethink its business model, operations, and how it interacts with patients.

The Solution

Capgemini worked with the biotech company to build a central customer experience platform that flows across content management, asset management, personalization, and campaign-management systems. The extensible, multi-channel platform was set up to meet cross-regional and cross-country coverage across B2B and B2C accounts to give employees and customers a single source of truth for all interactions.

The Outcome

The biotech company was able to seamlessly integrate its Salesforce, SAP, AWS and Microsoft platforms into a single, composable experience platform. Within a few months, new experiences were rolled out across 40 countries—allowing patients to check online or through a mobile device on results from a physical exam. The flexible and dynamic platform also allows the company to meet future innovations and experience needs.

TECHNOLOGY SOLUTIONS:

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