

## POWERING MARKETING TRANSFORMATION FOR AN AESTHETIC PHARMA MAJOR

A leader in aesthetics, dermatology, and neurosciences markets with revenues in excess of 1 billion and more than 27,000 employees.



### Business Challenges



- Lack of a responsive and cutting-edge digital marketing ecosystem for customer's bouquet of world class, leading brands in their category
- Inability to realize operational and scale efficiencies, common working standards and cross-learning opportunities owing to multi-vendor technology landscape
- Lack of technology enabled marketing operations, contextual analytics and an integrated view across the spectrum of digital and social channels



### Our Solution

- Created an integrated digital technology solution to drive business capabilities across multiple channels supported by right platforms, processes and governance
- Assessed the existing technology landscape and mapped customer journeys across the key axis of engagement for the client, i.e. Consumers & Healthcare Professionals (HCPs), to create a defined action plan and roadmap
- Designed and enabled marketing operations to leverage customer data as a business driver for seamlessly translating marketing strategy and building a knowledge repository
- Proposed 'Social customer care' to manage the tickets raised from myriad social platforms
- Employed global benchmarking and portfolio led approach in strategy, design, and development



### Business Impact



- Increased 'Intuitive engagement quotient' with customers and other key stakeholders
- 20% reduction in operational costs
- Faster resolution on tickets led to better customer experience and resulted in increased CSAT
- Complete governance on customer complaints



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