

Transform commercial operations
and customer experience across
your enterprise

indegene[™]

The customer engagement landscape is rapidly evolving

Despite being an information-intensive industry, business models of life sciences companies have mostly remained unaltered by the digitization wave. However, with a growing number of providers and patients now expecting personalized digital experiences across all channels, life sciences companies are forced to take a plunge into digital waters and give their customer engagement models a much-needed facelift.



Improvement in key areas is vital to progress and differentiation



Scalable personalization

To keep up with patient and provider expectations, organizations need to build capabilities at scale and provide a highly-personalized experience at every touchpoint, across content, campaigns, and channels.



Transformative content supply chain

With a surge in the volume, variety, and velocity of personalized content required to service the various customer touchpoints, organizations need to build agile capabilities to transform and scale their content supply chain.



Integrated data and analytics capabilities

Centralization of data and analytics capabilities is vital to assimilate data from diverse sources and utilize the insights to modernize and expedite campaign planning, execution, optimization, and recommendation.

A specialist partner is the need of the hour

With our deep domain expertise, demonstrated scalability, and technology-led agile operations, Indegene has been a trusted transformative partner to leading life sciences companies for over 2 decades. Discover how our end-to-end integrated capabilities can metamorphose your customer engagement model to drive commercial success.

We offer a wide spectrum of customized solutions for specific needs



Pharma



Med-Tech



Consumer Health



Animal Health

Here's how we enable enterprise-wide commercial transformation

We enable life sciences companies to embrace digital and omnichannel marketing at scale with our domain expertise, end-to-end solutions, fit-for-purpose technology and robust partner ecosystem. We offer integrated bundles and independent solutions customized to your needs, enabling you to:

- Transform your engagement strategy by building relevant messaging across channels to achieve desired customer experience objectives
- Drive omnichannel execution by developing and executing integrated campaigns powered by technology
- Ensure experience optimization by driving continuous outcome improvement fueled by performance insights

Our technology-led COE empowers your team from strategy to scale-up



Some of the key outcomes we have delivered

40% ↑

In content repurpose
and reuse

50% ↓

Time-to-market
for campaigns

80% ↓

In cost per
touchpoint

>40% ↑

In customer
engagement

>95%

Customer
satisfaction score

Here's what makes us different



100% healthcare and life sciences focused

Our solutions, processes, and technology are built exclusively for healthcare and life sciences, in line with global regulations



Integrated commercial solutions

Our end-to-end marketing solutions unleash the power of data and technology to expedite, scale, and elevate personalized customer interactions across all channels



Comprehensive MarTech expertise

Our global pool of marketing experts work proficiently with industry technology and internal IP to boost engagement and efficiencies



Technology driven content transformation

Our fit-for-purpose technologies elevate content operations with auto content authoring, content reuse, modular content, and much more



Scalable and agile operations

Our customer-first culture celebrates entrepreneurship, fosters continuous innovation, and builds resilient institutions

We are a trusted partner to global organizations

80+

Markets served globally

600+

Brands associated

20+

Global digital factories

1 Million+

Content assets delivered

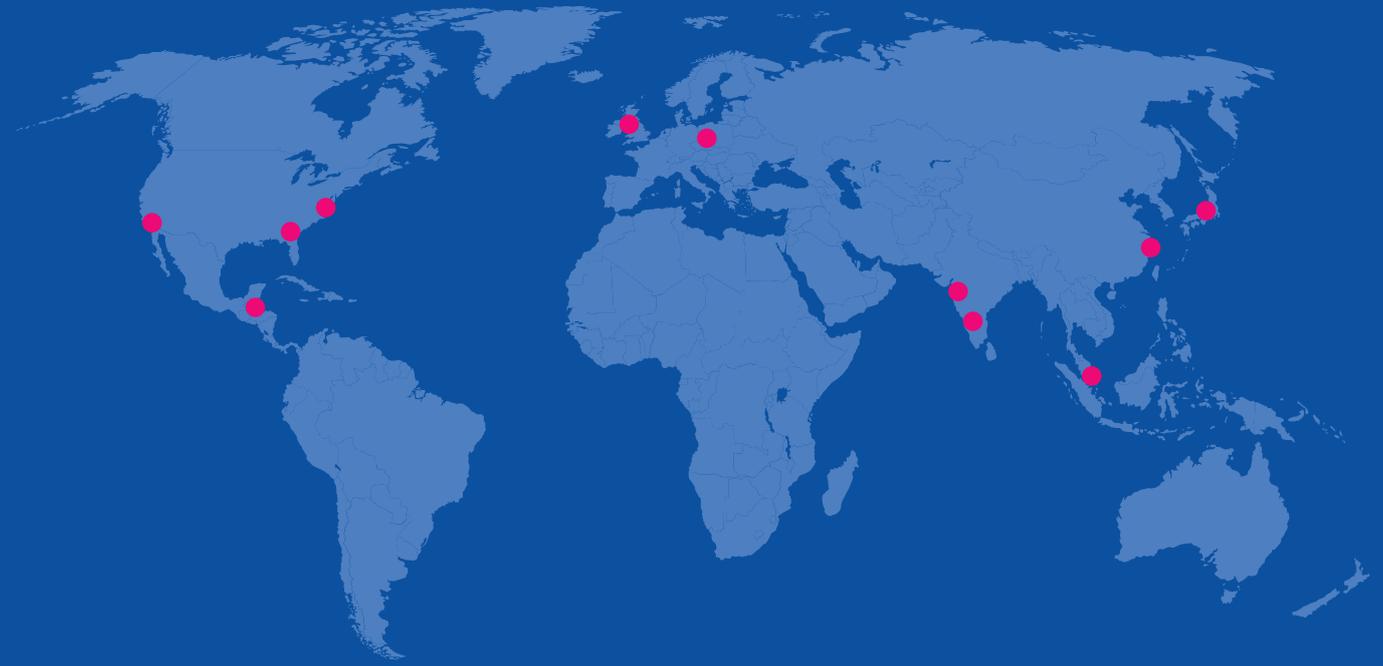
10,000+

Campaigns worldwide

2500+

Marketing specialists

Through local teams, we support healthcare organizations
wherever they are



About Indegene

We are a technology-led healthcare solutions provider. We combine deep industry expertise with fit-for-purpose technology in an agile and scalable operating model. Many of the leading global healthcare organizations rely on us to deliver effective and efficient clinical, medical, and commercial outcomes every day. From strategy to execution, we enable healthcare organizations be future ready.

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