BioSpect
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Indegene to scale up AstraZenecaâ??s omnichannel operations across globe

02 November 2022 | News

With an aim to create a more personalised customer experience



Bengaluru-based Indegene, a digital-first, life sciences commercialisation company, has announced that it is helping AstraZeneca, a global biopharmaceutical company scale up its omnichannel operations across the globe with an aim to create a more personalized customer experience.

Indegene will leverage its healthcare domain expertise and experience in operating digital centers of excellence to help streamline the client's global content supply chain and orchestrate personalized customer journeys in an agile, global engagement model. Its partnerships with marketing platform providers will support the client's omnichannel operations efficiently, and at scale.

Sanjay Parikh, Executive Director and EVP, Indegene, said, "As patients and physicians progressively engage with life sciences companies through a wide variety of communication channels, omnichannel operations are vital to create personalised experiences at scale. We are excited at the opportunity to apply our healthcare domain expertise and technology accelerators to enable and empower life sciences companies on their omnichannel journey."