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Roche unveils first ever Customer Experience Centre in Chennai

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To help stakeholders visualise disease pathways, drug mode of action and co-create better patient solutions



Roche Pharma India has inaugurated an industry-first customer experience centre; envisioned as a space to spur collaboration with healthcare professionals, researchers and educational institutions in an effort to shape the future of healthcare.

This centre will offer immersive and interactive healthcare content, comprehensive insights into medical science and information about Roche's innovative, life-changing product portfolio and technologies that have redefined healthcare for over 125 years.

Using the latest 4IR (Fourth Industrial Revolution) digital technologies such as Augmented Reality (AR), Virtual Reality (VR) and artificial intelligence (AI), doctors and other stakeholders will be able to visualise disease pathways, drug-action in the human body, and co-create better solutions leading to better patient outcomes. This is the first of similar customer experience centres that Roche plans to have in different parts of the country, helping customers experience biopharma innovations in a completely new manner.

A key aspect of this Customer Experience Centre is the opportunity to work with the university talent pool in Tamil Nadu. As part of the engagement, Roche is getting into a partnership with four reputed tech schools/universities in Tamil Nadu - SASTRA Deemed University, Vellore Institute of Technology, Kumaraguru College Of Technology and Saveetha Institute of Medical and Technical Science.

These partnerships will help in co-creating programmes that foster development on niche skills for immersive technologies and high end data analytics among students in these four colleges. Select students will be provided long-term internship opportunities with Roche on immersive media, real time engines, high end data analytics and artificial intelligence.