

A Global Pharma Company **built and deployed a scalable HCP Engagement Solution** to cover all Markets x Brands



The Background

Engaged HCPs appreciate a brand's distinctive competitive advantage and consequently help drive product uptake and market share. Our NBX Solution is designed to maximize the impact of each HCP interaction with the brand to optimize overall HCP Engagement.



Key Business Challenges

- \ What is the best time to interact with the HCPs?
- \ What is the best engagement channel to reach out to the HCPs?
- \ What is the right message to drive the desired behavioral outcomes with the target HCPs

Key Challenges

- \ High deployment time
- \ Integration of complex data
- \ Incorporation of business rules
- \ Process automation
- \ Scalability



Value Delivered

Increase in HCP Response rate
by up to **75%**

Reduction in deployment time
by **~75%**

Increased **scalability**

Unstructured data processing

Implementation of **feedback** loop



About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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