indegene

Omni|presence ™

CUSTOMER AND PATIENT EXPERIENCE MANAGEMENT FOR LIFE SCIENCES

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The Indegene Omnipresence platform brings together and contextualizes the power of Microsoft Dynamics, Azure, Office, Teams, and LinkedIn for life sciences.

It's time to create the next-generation of customer experiences for your healthcare provider, healthcare institution, and trade customers while providing end-to-end execution for your commercial, accounts, events, marketing, and medical users.

indegene ™

Strategic Alliance

Microsoft

✉ info@omnipresence.io   🌐 www.omnipresence.io   in https://www.linkedin.com/showcase/indegene-omnipresence/

KEY FACTS

End-to-End Omnichannel Experiences for Customers and Users

Capabilities	OMNIPRESENCE	Old-Gen Systems
Any device for users and customers, with offline capabilities	Yes	Several device gaps
Omnichannel content sharing i.e., face-to-face, email, digital follow-ups, rich remote engagement, including on-demand and live inquiries	Yes	Some functionalities
Sophisticated consent management	Yes	Simple opt-in/out
Compliant direct messaging	(WhatsApp, Messages, LinkedIn, WeChat, Facebook)	Limited
Collaboration within teams through Microsoft Teams	Yes	No/Integration ($$$)
Life sciences trained bots	Yes	No
Advanced self-service capabilities for unique customer experience	Yes	No
Trade management i.e. contract-to-order, trade promotions, planograms, and store check	Yes	Customization
Contact Center capabilities with telephony integration	Yes	Integration ($$$)

Unifying Systems, Simplifying Governance

Capabilities	OMNIPRESENCE	Old-Gen Systems
Deployment in less than 10 weeks	Yes	No
Simplified capabilities for commercial, i.e., customer and account profiles, call plans, call recording, route planning, alignment, time-off, sampling, field coaching, and follow-up actions	Yes	Yes
Simplified capabilities for MSLs, i.e., inquiry case management, response documents and knowledge base, scientific plans, and firewall from commercial	Yes	Yes
Simplified capabilities for KAMs, i.e., account profiles, account plans and objectives, opportunity-to-order	Yes	Yes
Omnichannel campaign execution with customer journey management and brand planning	Yes	Additional ($$$)
Event management with speaker controls, complex agendas, participant registration-attendance-feedback, vendor and venue tracking	Yes	Additional ($$$)
Native integration with Microsoft identity, infrastructure, calendar, and email systems	Yes	Additional ($$$)
Modernized common solution with feature controls and potential for custom instances on the same data backbone	Yes	No (Core/Local Architecture)

CXAI + CXBI for Maximizing Customer Experiences

Capabilities	OMNIPRESENCE	Old-Gen Systems
Interactive dashboards with all commonly used business measures	Yes	External
Deep customer graph from public and private data sets	Yes	No
Best Predicted Experience AI to maximize customer engagement	Yes	No
Advanced tools for content automation and personalization	Yes	No
Omnichannel planning with unique CX simulator	Yes	No