



HEALTHCARE SUCCESS STORIES

**LEARN HOW COMSENSE CUSTOMERS ARE LEVERAGING
AI-POWERED PREDICTIVE CUSTOMER ANALYTICS AND MARKETING
AUTOMATION TO REVOLUTIONIZE CUSTOMER ENGAGEMENT**

We Eat Elephants For Breakfast!

- **BI Dashboards: 110+**
- **Emails Sent: 2Bn+**
- **Customer Records: 185 Mn+**
- **Processes Automated: 120 +**
- **Mobile Devices: 75 Mn+**
- **Predictive Models: 115+**
- **Integrations: 35+**

EXPERIENCE THE COMSENSE DIFFERENCE

Comsense Technologies is a global consulting firm run by Ex. Directors from **Big 4 Consulting** and Fortune 500 companies. We bring solutions that combine the power of Robotic Process Automation, Predictive Customer Analytics and Cognitive Marketing Technology with a focus on **BFSI, Retail, Media and Healthcare** industries.

We empower businesses to engage with their customers, seamlessly exchange data, automate processes, predict next-best actions, improve productivity and save costs. We provide cutting edge solutions to the offices of CMO, CIO & CFO.

Besides a state of the art Development Centre in Pune and offices in USA, Germany, South Africa & Singapore, we have a highly enthused and creative team of 150+ artists, engineers, data scientists, marketers and marketing technologists, who deliver results on solid foundation of **Extreme Ownership**.

CASE STUDY 1

ONE OF INDIA'S FIRST FULLY-AUTOMATED DIAGNOSTIC LABORATORY LEVERAGES WCA TO **DELIVER AN OMNI-CHANNEL EXPERIENCE AND EXPERIENCES 40% INCREASE IN CUSTOMER RESPONSES**



BUSINESS CHALLENGE

The client was keen to improve engagement with its prospects and customers but a **lack of clarity hampered the delivery of relevant communication/offers** (such as next health checkup / tests to be undertaken). Additionally, the marketing was siloed and outsourced to third-party vendors. As a result, the client was not in control of the customer data making it impossible to undertake informed decision-making.



APPROACH & SOLUTION

Comsense MarTech professionals implemented Watson Campaign Automation to **generate and nurture leads across multiple channels** covering the website, e-mail, SMS, mobile push, and social media. Campaign maps were created and sophisticated work-flow execution was built, which led to:

- **Integrated omni-channel marketing** where the client was in complete control of customer data
- **Personalized multi-level healthcare campaigns** to targeted audiences from a single tool
- **Up-sell/Cross-sell campaigns** that auto-triggered based on behavioral and preferential customer data
- **Progressive profiling of customers** to enable deeper insights
- **Activating all five channels** to provide a seamless, omni-channel experience
- **Setting up a complete customer journey** through automated programs from pre to post service and engagement



BUSINESS IMPACT

- Increased response ratio by more than 40% by the fourth month of engagement
- Increased the number of campaigns launched from 5-6 per week
- Analyzed customer patterns to provide dynamic offer generation to customers
- Singular view of the customer to understand interests, influence, and channel preferences

Technology / Tools:

IBM Watson Campaign Automation, Google Postmaster, Google Analytics, Mgage



CASE STUDY 2

**A LEADING MULTINATIONAL
CHAIN OF PATHOLOGY LABS
& DIAGNOSTICS CENTERS
ENABLES OMNI-CHANNEL
CAMPAIGN AUTOMATION
RESULTING IN **8X INCREASE**
IN ROI IN LESS THAN 8
MONTHS**



BUSINESS CHALLENGE

The client, a leading chain of pathology labs, wanted to create a Single view of the Customer and refine their customer segmentation. They required real-time data insights and execution to reach customers at the right time with the right message. They also desired **increased revenue contribution from marketing - from 20% to 40%** - within a year.



APPROACH & SOLUTION

- The solution helped address key challenges through **advanced analytics and provided insights** into customers' diagnostic needs so the client could deliver timely alerts to the pathologist.
- It highlighted the customer journey and **customized next-best actions during every interaction** and used a solution data model, reporting and dashboard templates, and predictive and campaign management solutions to interface with operational systems.
- It used enterprise and third-party data that was related to the client, historical and current transactions to provide **insights to create tailored offerings for every test**, and improve the overall customer experience



BUSINESS IMPACT

- 30% incremental revenue within the loyalty customer segment
- Real-time customer intelligence

Technology / Tools:

Watson Campaign Automation, UBX , IBM SPSS, DB2, Cognos, Watson APIs, IBM Integration Bus, ETL

CASE STUDY 3

**THE CLIENT IS A MEDICAL
DEVICE'S LEADER, DEVELOPING
MORE THAN 1,000 INNOVATIVE
PRODUCTS & PROCEDURES/YEAR,
USES PREDICTIVE CUSTOMER
ANALYTICS **TO UNCOVER
INSIGHTS TO BOOST
UP-SELL & CROSS-SELL.****



BUSINESS CHALLENGE

The client sells **14,000+ products**. For any technique/procedure a set of products needs to be purchased but in many cases it was observed that the **customer were making a singular purchase**. This implied that related products were being purchased from the competitor. The client needed to **dive deep into data** and utilise that data to **empower sales rep** to make instant **data-driven decisions** to boost up-sell & cross-sell.



APPROACH & SOLUTION

A **Single View of Customer** and a technique prediction model was developed by Comsense data scientists that allowed the client to:

- Identify which surgical techniques does a customer conducts most
- Identify products that are a part of **certain techniques the customer conducts but doesn't use the entire product suite**
- Identify and display open sales potential
- Identify these **buying gaps**
- Identify and propose **up-selling** products



BUSINESS IMPACT

- Top 13% of the customers represented 72% of the total revenue
- Overall 14% of the customers were single transactors
- 16% of customers were lost by second transaction
- Probability of repeat purchase increased to 97% by 13th transaction

Technology / Tools: | SPSS, Watson, Cognos

CASE STUDY 4

**ONE OF MEXICO'S LARGEST
DRUGSTORE CHAIN
(1700+ STORES) ACHIEVES
30% INCREASE IN
CONVERSION RATE**



BUSINESS CHALLENGE

The client was struggling with customer engagement owing to **siload marketing systems and adhoc campaigns**. The customer data was spread out within the organization as well as across third-party marketing vendors. The client was spending more on marketing campaigns that didn't give any **quantifiable returns**.



APPROACH & SOLUTION

Comsense's MarTech professional's implemented Datasense - a proprietary **customer data platform**, to ensure that marketers get access to customer data before the campaigns were executed. Datasense was then integrated with the Watson Campaign Automation that enabled:

- Omni-channel (**Mobile app+ SMS + Email + Website + Social**) engagement
- Delivering timely messages - using send time optimisation
- **Complete control over the customer data**
- Enhanced customer experience



BUSINESS IMPACT

- 30% increase in conversion rate
- Channel Optimization reduce the cost of the marketing interactions
- 42% rise in response rate due to effective segmentation and targeting
- Dynamic and multi-lingual campaigns saw a 65% rise in open rates

Technology / Tools: | WCA, Datasense, Google Analytics



TESTIMONIALS

“

This group rocks! When I was willing to go for minimum viable project, they pushed for something better. In the end, their idea was really better because it completed the loop and it helped us generate the desired results

Amelita Tamayo,
Marketing Adviser, Standard Insurance, Phillipines

“

They are the best when it comes to Marketing Automation services. They are Professional, Knowledgeable and highly creative bunch of marketing technologists who have helped us build and execute great campaigns that has got our company many qualified leads that converted!

Sanjay Jalagam
MD, Element Blue, Dubai

“

There is an excellent team of results-driven data scientists who not only understand client needs but are also very proactive. Across all the touchpoints the quality has been of very high standards. They are the first firm I call for any data science related projects

Amit Goel,
CIO, Metropolis Healthcare, India

“

The caliber of the representatives that we've had conversations with has been excellent

Uzair Faruqi
Head of Analytics, mjunction (World's largest e-market for steel & chemicals), India

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The amount of industry knowledge and expertise in required technologies for such a young company was impressive

Cururaja Murthy,
IT Director Swissotel, Japan

Let's Think
together

comsense[®]
Bridging Technology & Business



Throw Us A Challenge

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