



CLIENT NAME: FORTUNE 500 PHARMACEUTICAL COMPANY

A global healthcare leader working to help the world be well. Through prescription medicines, vaccines, biologic therapies, and animal health products, they work with customers and operate in more than 140 countries to deliver innovative health solutions.

CHALLENGES:

The client wanted to build and increase customer engagement and enable real-time communication, and in turn increase customer base and retention. Also they needed to expand their customer engagement mobile application across all departments to promote new product success and services for future business opportunities.

SOLUTIONS:

Akvarr brought on a team of UI engineers, an IOS developer and business analysts to design and build a user experience mobile platform for a robust means of customer communication and to improve customer engagement. The application allowed the client to release publications, compliance news and surveys, as well as manage data from a central location, and send messages and alerts on the latest drug research and patient-related information, all in a timely, convenient manner. We also integrated this platform with existing enterprise in-house systems and promoted rapid creation of backend integration to facilitate user authentication, and notification services. The new mobile platform application significantly reduced the time and effort to develop new platforms or web applications by providing robust client-side software development kits based on Android, IOS and any independent operating system.

RESULTS:

Akvarr helped the client to realize a more secure method of communication with their customers which led to an increase in customer retention of 6.3 %. Also the client saw an improvement in customer engagement and market surveys that resulted in an increase in customer base by 7.8% in nine months bringing in 19 million dollars in revenue over the next eleven months