Intelligent You Accenture Idea Contest Know more on the Marketing Business Challenge

Video Transcript

Sonal Mehra

In marketing BPS services, we deal with producing a lot of content and ensuring that (Sonal Mehra, Managing Director, Marketing BPS Accenture Operations) that the content reaches the customer at the right through the right channel. That’s marketing business services for you and now called Accenture Interactive Operations. Customer experience is at the heart of everything we create solutions for our clients. In today’s world, it’s all about delivering content at high speed but with the relevant personalization and optimized to be relevant to a customer. In this case, we have for you a large client which is a pharma. We are trying to enhance the customer in this case who’s a doctor or a healthcare physician and we need to influence their prescriptive behaviors by sending them the right content through the right channel at the right time. Let me give you an example, Doctor Smith is a very busy cardiac surgeon, he opens his emails only when he is having his breakfast and he barely spend 2-3 mins per day on his mails. He does all his research through various research sites usually spends time doing so after his entire day. If I need to draw his attention to a specific heart medication I need to send him information at the right time when is ready to consume it. Taking this as an example what we expect from you is to come up with a solution which is not a one-time solution but a service which can address the information needs of doctors like Dr. Smith. How do we deliver to them the right content at the right time, thereby creating a positive customer experience? All the best and hope to see your solution come through. Accenture Operations logo