

IMPROVING CUSTOMER INTERACTION AT PHARMACIES

Case Study | **Customer Data Platform**



INTEGRATING CUSTOMER INTERACTION SYSTEMS FOR BETTER ENGAGEMENT

Mastech InfoTrellis collaborated with a leading Pharmacy Retailer in North America to design, build, and implement a Customer Data Platform that is utilized for customer analytics, marketing operations, strategic planning to feed customer information to various customer interaction systems around the organization.

THE BUSINESS CHALLENGE

With multiple sources of customer information from the web, mobile apps, point-of-sale cash registers, loyalty programs, and more, the Pharmacy Retailer's customer data was scattered and not organized. The IT and business teams required heavy manual processes to create reports and analysis that would translate into effective business strategies. As more data sources of customer information were becoming available, there was no way to integrate them, which reduced new customer analysis and discovery. This proved to be a hurdle in launching new customer programs, products, and services. Revenues did not have the required lift since the number of effective marketing programs was not increasing.

THE SOLUTION

Mastech InfoTrellis enabled the IT and business teams of the Pharmacy Retailer to develop and implement a complete Customer Data Platform solution. By creating a single data repository where new data sources are integrated as they become available, the Pharmacy Retailer could leverage new analysis, reports, models, and projections with minimal manual effort for the technical data integration. With a complete Customer Data Platform solution, Mastech InfoTrellis enabled the Pharmacy Retailer to run analytics and roll out new marketing programs effectively. The checkout process was configured leveraging the Customer Data Platform for providing personalized offers, which improved the customer experience

THE OUTCOME

BENEFITS

- Increased productivity of data scientists significantly by integrating all the data sources into a single repository
- Made marketing operations more efficient by providing the ability to run analytics on customer data for effective decision-making.
- Created new revenue-generating products and services that offered customers personalized offers.

RESULTS

- Decreased time to value new marketing programs
- Decreased production time to create new models and customer analytics
- New revenue sources created in pilot and production mode
- Lift in revenues by creating 30 million personalized offers a week