

## Case Study

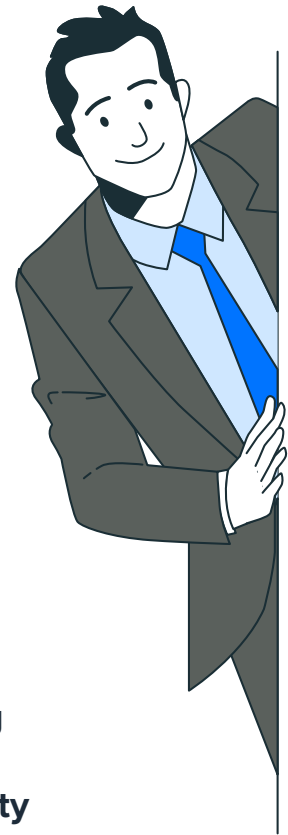
# IT Services










# Overview

Medgini de ployed digital IT services to help pharma companies streamline marketing and field operations. The focus: enabling real-time engagement, tracking, and reporting through integrated platforms.



## Business Requirements

Pharma brands needed to:

-  **Automate rewards and engagement**
-  **Deliver real-time doctor/chemist interactions**
-  **Centralize campaign execution and reporting**
-  **Improve field visibility and sales accountability**
-  **Enhance decision-making with dashboards & CRM**

### #1 **Web App cations:**

Wallyte (Wallace): Campaign & reporting platform

QR Gratification (Indoco): Chemist rewards via QR scan

Zenura (DRL): Doctor participation & certificate generation...

### #2 **Messaging Automation (SMS, WhatsApp, IVR):**

Used by FDC, Meyer, Indoco, DRL

Doctor/chemist targeting, order-taking, surveys...



## #3 Sales CRM Tools:

Track product-wise sales & field activity

Real-time dashboards & automated follow-ups...

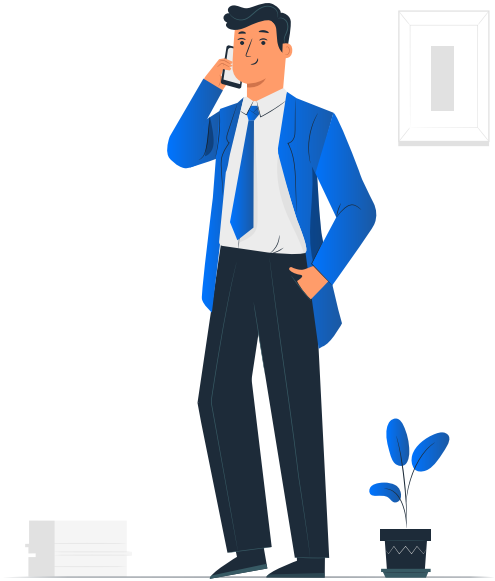
## #4 Loyalty Programs:

Tier-based loyalty, real-time redemption

Reward systems based on sales, QR scans, campaign actions...

### The Impact

- Simplified reward tracking
- Real-time field and sales visibility
- Better doctor/chemist engagement
- Improved campaign and team performance
- Transparent reporting & faster decision-making



## ● Future Requirements & Roadmap

### What Worked:

- Automation, real-time analytics, and platform scalability

### Next Steps:

- Introduce AI for HCP targeting
- Add patient engagement modules



**MEDGINI IS ENABLING PHARMA'S DIGITAL SHIFT—DRIVING AGILITY, ACCOUNTABILITY, AND SMARTER ENGAGEMENT WITH TECH-FIRST SOLUTIONS.**