

**Multichannel Closed
Loop Marketing
Capgemini
Consulting**

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~~for Marketers: Exploring New
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Marketing: Digitally
Transforming the Life
Sciences Industry.

Reinventing pharma through
digital transformation For
the past decade, pharma has
been looking for answers to
the challenges of reduced
access to physicians,
changing stakeholder
preferences, and decreasing
effectiveness of traditional
sales force strategies.
Closed Loop Marketing (CLM)
and Multichannel Marketing
(MCM) have emerged as
industry responses to these
issues.

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up until now. Capgemini Consulting's vision for the future of the pharma customer experience requires a combination of the two: the application of CLM to multiple channels in an integrated approach. We believe this Multichannel Closed Loop Marketing (MCLM) represents a renaissance in pharma marketing and sales. Though

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Reinventing pharma through digital transformation For

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the past decade, pharma has been looking for answers to the challenges of reduced access to physicians, changing stakeholder preferences, and d...

~~Multichannel Closed Loop Marketing: Digitally Transforming ...~~

Customer Centric Sales and Marketing for Health Care Professionals Based on research and surveys, it seems that tablet detailing has become “table stakes” with HCPs. That is, using digital content ...

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Marketing for Health Care Professionals Based on research and surveys, it seems that tablet detailing has become “table stakes” with HCPs. That is, using digital content for detailing has become an expectation for HCPs. ... Capgemini's Universal Banking ...

~~Leveraging Multi-Channel and Closed Loop Marketing ...~~

Both “multichannel marketing” and “closed-loop marketing” have been popular catchphrases in pharma marketing in recent years, with the latter often being blurred together with sales reps' enthusiasm in using

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Capgemini Consulting interactive tablets during presentations to prescribers. In a new report in its "Vision and Reality" series, Capgemini Consulting (New York) suggests that, between where the pharma industry is today in its outreach to prescribers, and where the technology is for both MCM ...

~~Multichannel and closed loop marketing need to come ...~~
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The journey to realizing the Multi-Channel Closed Loop Marketing vision is rarely a project. Multi-Channel Closed Loop Marketing is a strategic initiative, a program made up of a number of projects, all inter-dependent and most developing at different speeds and with different sponsorships. Viewed that way, it is a business

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Capgemini Consulting MCLM
team Friday, January 24,
2014. MCLM Team Publications

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1 Multi-channel marketing
represents the
pharmaceutical industry's
novel solution to the
challenges of achieving
improved commercial
productivity with
increasingly constrained
promotional budgets....

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