



Digital Transformation



Unyscape Infocom

- A strong Brand Voice
- Internet as a marketing tool
- Listen to your customer
- Empower your sales force

Executive Summary

Diagnostic labs that used to be auxiliary services in the healthcare scenario are now becoming the most important drivers of the healthcare stakeholder map. The quality of diagnostics services is becoming key to success of quality healthcare delivery. It has been a visible phenomenon especially in the larger cities the growth of large companies entering the field of diagnostic chains.

Healthcare is one of the most searched topics on the internet. The growing middle class in the bigger cities is making them extremely conscious of the quality of medical care they get. They search and search before they make a decision. Internet is one of the prime mediums they use when they search, the medium providing the largest source of word of mouth for them.

It has thus become imperative that diagnostic labs use the medium for establishing brands and connecting with the customers. Clinics are taking the initiative, but a structured approach could take them a long way. The following is the scenario of a lab which has decided to take the digital journey by doing the following.

- **Development of a Strong Brand Voice**
- **Strategic use of Internet for marketing**
- **Use of social platforms for customer relations and sales force optimization**



Building a Brand Voice

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Building a strong brand voice

A strong brand voice is the first step. Before you take a more detailed plunge it's the face of your business on the internet. Typically your website will be your core brand voice. Its imperative that your brand voice reflects what your brand stands for

Approach

The approach to developing a website is a critical one. The primary dimensions being user segmentation, information flow planning, managing user interface optimally and last but possibly most importantly planning for day zero content and a plan for sustaining content .

Fundamentals

1. Understand stakeholders for the website.
2. Plan content for the website according to stakeholders.
3. Plan information flow to simulate user needs.

Design

1. Look and feel
2. Call to action – what do I help the customer do when he visits my site.
3. Optimize the design of the site for being search engine friendly

Content

1. Initial plan
2. Continuous plan.



Internet Marketing – The new and effective marketing

Its just is building on

From the sidelines **internet as medium for marketing** is beginning to take center stage. The compelling and growing numbers, supported by ever increasing quality of products and services, is helping marketers reap the benefits of a medium whose fundamentals were never in question.

Key Statistics

- Internet using population in India was 71 million people in 2009.
- Facebook has more than 500 million users making it the third largest country after China and India.
- 15 million people in India on Facebook of which 30% in the NCR region.
- Internet advertising in India at grow at 20% CAGR over the next five years (INR 6 billion in 2009 to INR 15 billion in 2014)
- Online video ad has 85% recall as compared to 54% recall of TV ad.

Healthcare is the most searched field on the internet



Digital Transformation

The internet marketing is based around much the same principles that existed in the old world. Its actually just that what you could do in the old world you can now do the same with much little effort but in a much bigger magnitude. The two core tracks that define the medium are

Search

- How many searches are carried out related to my business.
- Can people find me when they are searching for me.
- Can people find me when they are searching for my business.
- Am I able to convert prospects into business results.
- Does it give me insight into my customer

Internet Word of Mouth

- Does my line of business gets discussed online.
- Do I know what's being talked about me?
- Are my competitors taking all the attention during these discussions
- Do the people who Influence "Word of mouth" on the internet know about my business values.
- How do I engage audience.
- How do I measure the success of my initiatives
- .

Connecting with the customer

Who are my customers:

- Direct patients, who come to me lab without referrals.
- Patients who come to me by referrals from doctors.
- Doctors who refer patients to my lab.
- Other labs who refer patients to my lab for specialized tests that they don't conduct.
- TPAs as the case may be.

How do I connect with the customers

- Occasional phone call to the doctors from the senior management
- Regular visits by sales staff to the doctors.
- Grievance handling for patients in case they are facing problems.
- Service brochures to doctors and labs detailing our services.

Possibly a newsletter to all concerned.

A New Approach

The new age web is providing a completely new way of connecting with the customer. Bring the customers on to a single platform where the customer can stay in constant touch with you all the time. Create a social network, where you can

- Provide a voice to the customer
- Have the customer hear your voice.
- Encourage personal relations with the employees
- Enhance business prospects with the customers.

A connected and more efficient sales force

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Connected and more efficient sales force

- ✓ Is your sales team learning from each other?
- ✓ Is the sales team working as a coherent unit?
- ✓ How effective is your communication with the sales team?
- ✓ Is your sales team multiplying their connections?

A New Approach

Bring the sales team on a platform where they can.

1. Real time messaging to share wins, issues etc.
2. A forum for discussion of key issues.
3. A sharing platform for new ideas.
4. A avenue of building collective intelligence for the sales team.
5. Relaying customer messages to others to be better prepared.
6. A platform for senior management to send quick messages to the sales team.
7. Resolution of problems on the feedback provided by the sales team.



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