



Experience personal touch while selecting health products

AI provides the best ingredients for fantastic experiences



# CHALLENGES

A France based healthcare company came across subsequent challenges while struggling to promote their health product,

Lack of effective promotional strategies

Need to innovate product

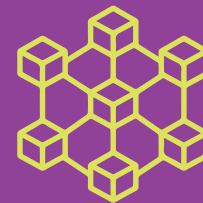
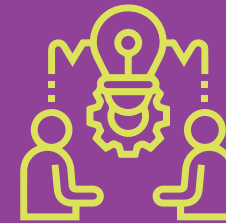
Target customer attention to widening the visibility

Incorporating personal touch to the health product



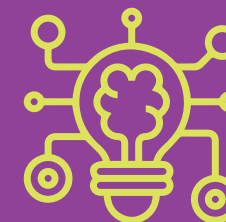
# SOLUTIONS

Our experienced project lead and market researchers carried out an effective survey to find the back foot areas.



Product linking ecosystem with marts, clinics, and play store apps help in finding out the combination products.

Machine learning models were applied to identify the actual need of patients and referencing the same on the products while advertising.



# IMPACTS



Clearer customer's interest understanding



The proposed chain worked well to give a personal experience to customers motivating them for trying the product



Eventually, the company open up its healthcare platform

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