

MphasiS provides an integrated Multi-channel Retailing solution to strengthen pharmacy care for a leading US-based pharmacy retail chain



The Client

The company is a leading pharmacy retail chain and pharmacy benefit management company in the US and is also the market leader in mail order, retail, and specialty pharmacy.

Objective

To launch a Pharmacy Advisor Program aimed at strengthening pharmacy care for diabetes patients which improves member engagement through enhanced interactions across all touch points (Store, phone, web, mobile, mail-order)

Challenges

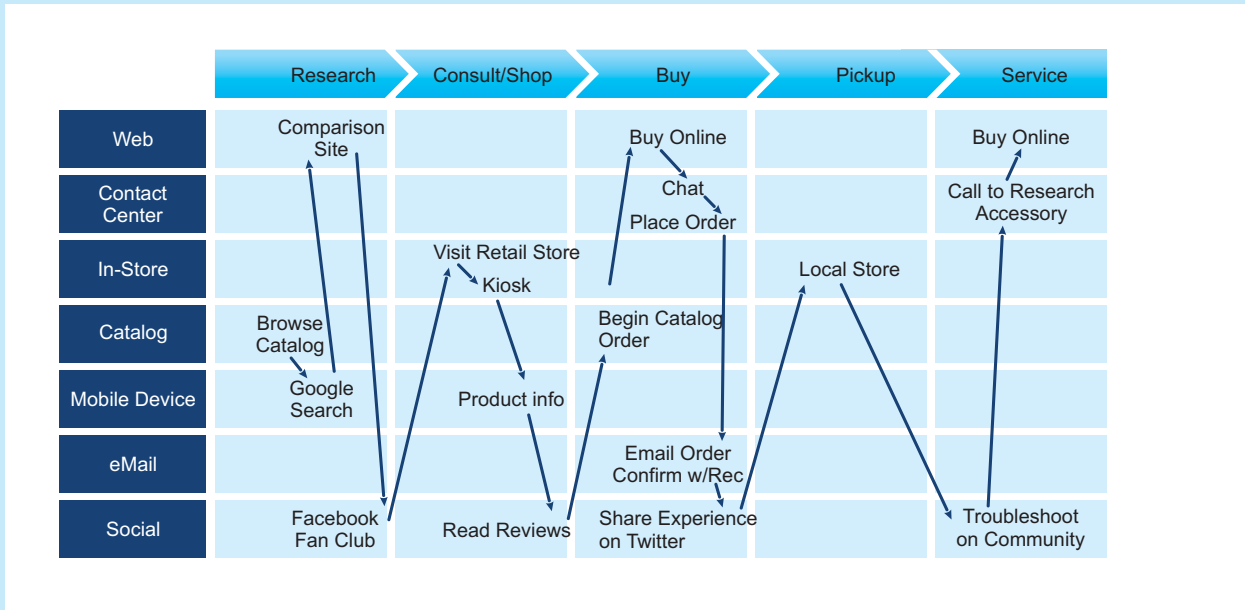
Key challenges for MphasiS were:

- To deliver the solution within the stipulated tight deadlines
- Ramping up of resources and creating new teams to meet deadlines

MphasiS Solution

MphasiS in partnership with HP launched the program, planning the project in a methodology similar to agile to meet stringent deadlines. Key services provided include:

- Ramping up multiple teams quickly understanding the business criticality of its multi-channel integration project
- Working on various stages such as opportunity creation, persistence, and lifecycle management of the project simultaneously
- Meticulously monitoring the program in all phases of the project as the program had to comply with stringent HIPPA act



Business Benefits

- **Superior advisory experience:** Increase customer satisfaction and profitable customer loyalty by delivering a superior advisory experience across all channels
- **Seamless customer order management:** Unify the cross channel customer shopping experience through seamless customer order management and fulfillment
- **Cost savings:** The program is envisioned to result in average annual cost saving of \$600 per member which translates to a potential savings of \$6 million annually in the first year
- **Program Expansion:** Pharmacy Advisor program was so successful that the client is expanding the program to cardiovascular diseases

ABOUT MPHASIS.

Mphasis is a \$1 billion global service provider, delivering technology based solutions to clients across the world. With over 41,000 people, Mphasis services clients in Banking and Capital Markets, Insurance, Manufacturing, Communications, Media & Entertainment, Healthcare & Life Sciences, Transportation & Logistics, Retail & Consumer Packaged Goods, Energy & Utilities and Governments around the world. Our competency lies in our ability to offer integrated service offerings in Applications, Infrastructure Services and Business Process Outsourcing. To know more about Mphasis, log on to www.mphasis.com

For more information, contact: sales@mphasis.com

USA: 460 Park Avenue South, Suite #1101, New York, NY 10016, USA
Tel.: +1 212 686 6655, Fax: +1 212 686 2422

UK: 88 Wood Street, London EC2V 7RS, UK
Tel.: +44 20 85281000, Fax: +44 20 85281001

AUSTRALIA: 9 Norberry Terrace, 177-199 Pacific Hwy, North Sydney, 2060, Australia
Tel.: +61 2 99542222, Fax: +61 2 99558112

INDIA: Bagmane Technology Park, Byrasandra Village, C.V. Raman Nagar, Bangalore 560 093, India
Tel.: +91 80 4004 0404, Fax: +91 80 4004 9999

1111