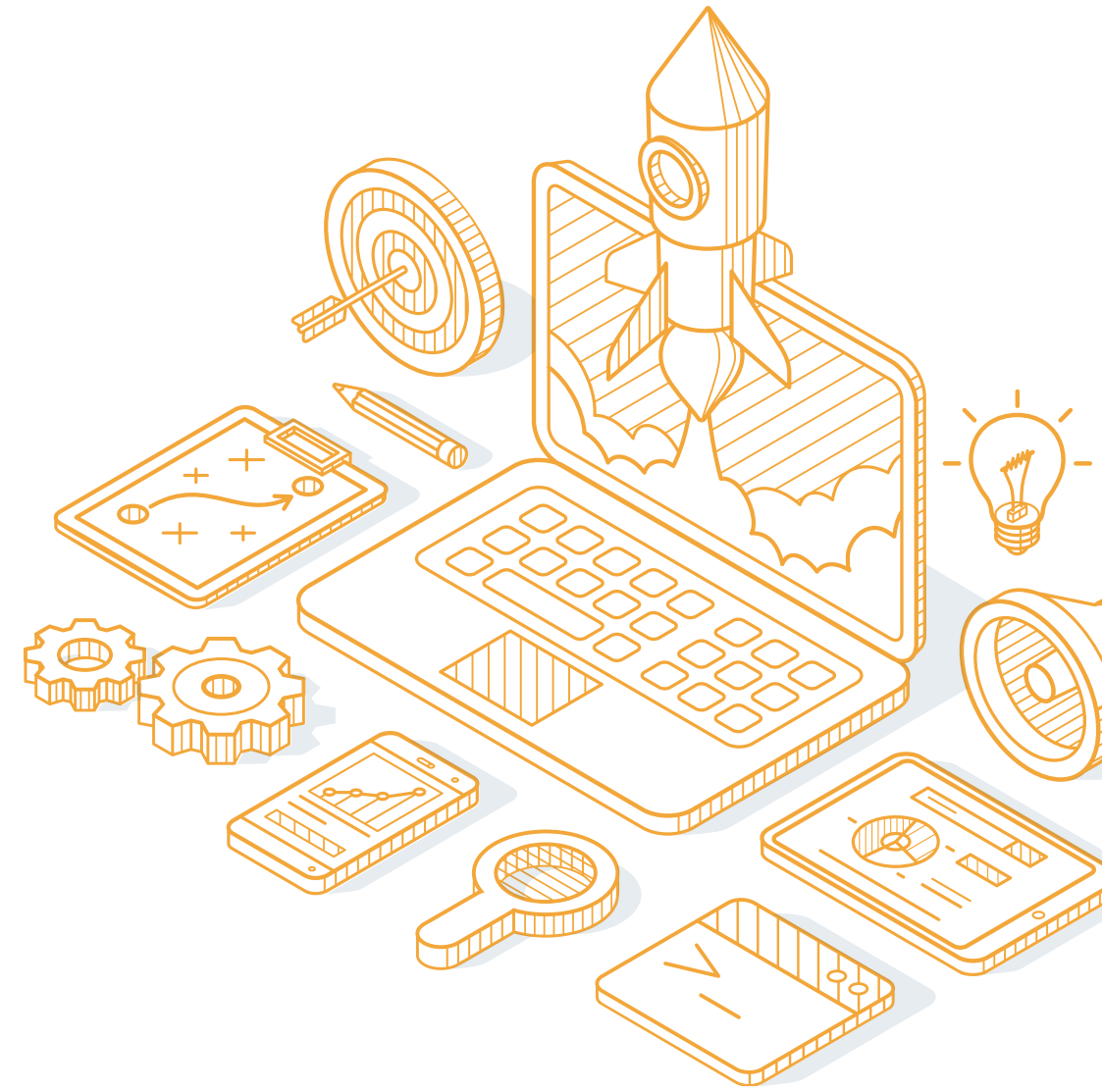# BUILDING TRUST AND ENGAGEMENT

thanks to Salesforce Marketing Cloud

Cloudity

NEUCA

Neuca SA (Neuca) is a provider of pharmaceutical and medical development solutions. The company offers wholesale distribution of pharmaceuticals and medical equipment to pharmacies and hospitals. Neuca provides primary healthcare services through its own network of outpatient care clinics. The company is the founder of the HeyDoc portal, where they publish medical content, promote good habits and allow patients to make an appointment with a doctor.

Cloudity

NEUCA'S OBJECTIVES REGARDING THE HEYDOC PORTAL:

to build a platform where patients will be taken care of in a holistic way – especially when worrisome symptoms require consultation with different specialists;

to be able to engage patients on a deeper level by displaying well-suited, personalized content;

to build patients' trust by being able to respond to their needs more efficiently.
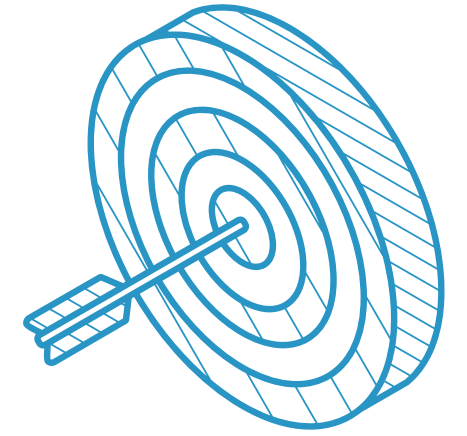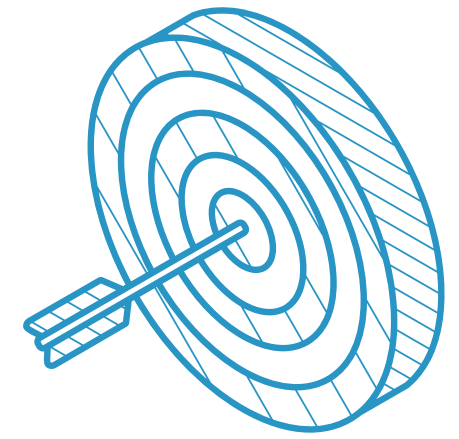
PROJECT SCOPE:

Marketing Cloud implementation:

- building patient-customer journeys,
- sending personalized e-mail and SMS messages to patients,
- segmentation for personalized content displaying on the Portal,
- implementation of the exit-intent component on the HeyDoc portal,
- several GDPR related improvements;

further development of Experience Cloud and Service Cloud and integration of the above with the HeyDoc portal;

Cloudity

development workshops:

- Discovery phase – project scoping based on the sessions with Business Owners;

- SF Service Cloud & SF Marketing Cloud new functionality training for the Business Users.

Cloudity

BENEFITS OF THE PROJECT:

The most important benefits of the cooperation include:

the creation of patient segments based on the customer profile: bio and demographic information; history of visits/transactions and behavior/interactions; topics of articles read;

the use of segmentation to personalize the content displayed and messages sent;

building trust and patient engagement by targeting the content to their problem, which leads to creating an account and making an appointment;

Cloudity

the implementation of the exit-intent component – based on user actions, it predicts their intention to leave the site and then displays a pop-up with a call to action encouraging to make an appointment for a specific test, read a related article, etc.;

customized use of client data between subsidiaries based on GDPR consents and compliance;

building a competitive advantage through the introduction of tools that allow caring for patients in a holistic way.