



Omnitopia™

The best way to learn is to do

As pharma shifts from visits to journeys, HCPs' digital expectations continue to outpace industry capabilities. This can leave brands struggling to translate strategy into meaningful customer experiences.

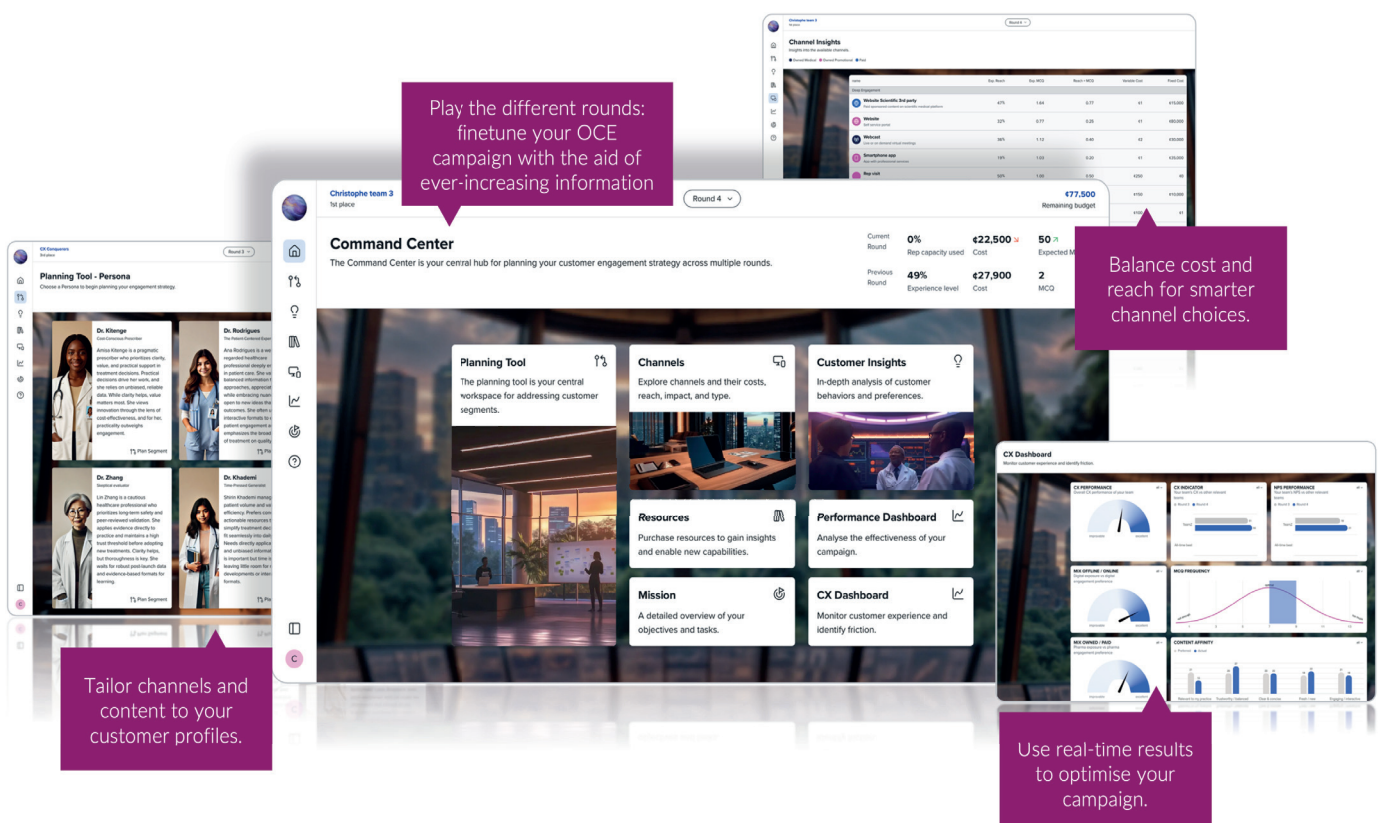
Learning is essential when it comes to boosting your customer engagement teams' knowledge, skills and mindset. But we do our best **learning by doing** – and this is where **Omnitopia™** comes in.



Omnitopia™ simulates the experience of planning and executing a real omnichannel campaign in a truly competitive setting

Omnitopia™ is an online multiplayer game that

- ✓ Allows users to **experiment and learn** – with real-time dashboards showing the instant results of choices made
- ✓ Introduces insights round by round, allowing players to **develop situational understanding** of the environment
- ✓ Uses **gamification** to enhance action learning and retention, and instil a competitive spirit
- ✓ Offers a **guided tutorial** into the world of omnichannel engagement
- ✓ Fills an important **training gap**



3 tailored experiences for 3 pharma realities

Each designed to boost participants' skills and mindset for omnichannel engagement in a specific setting.

NEW RELEASE



Omnitopia™ CX

CROSS-FUNCTIONAL

- ✓ NEW “CX-focused” approach
- ✓ Designed for commercial cross-functional teams
- ✓ Launch scenario
- ✓ Commercial KPIs



Omnitopia™

MEDICAL

- ✓ Designed for medical teams
- ✓ Pre-launch scenario
- ✓ Medical KPIs



Omnitopia™

FIELD COMMERCIAL

- ✓ Designed for field commercial staff
- ✓ Launch scenario
- ✓ Commercial KPIs



Facilitated by our experts or Licensed
(with Train-the-trainer model)
Remote online or Live classroom setting



What participants say about Omnitopia™...

“Omnitopia™ taught us to take a breath and not rush at things – to turn data into meaningful stories and be ready to adapt, regardless of how much time or money has been invested.”

“The Omnitopia™ simulation shows the importance of customer insights, of keeping strategy first and tactics last.”

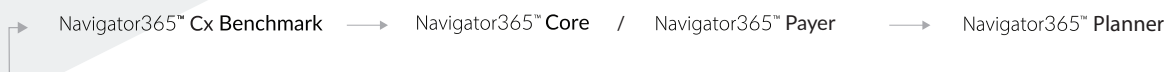
Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and learn how **Omnitopia™** can help you develop the strategic skills and mindset you and your team need to conquer the hearts of your customers in the omnichannel age!



Scan the QR-code to learn more
or email us at: customerexperience.intl@precisionaq.com

Navigator365™ REIMAGINE CUSTOMER ENGAGEMENT



Omnitopia™

