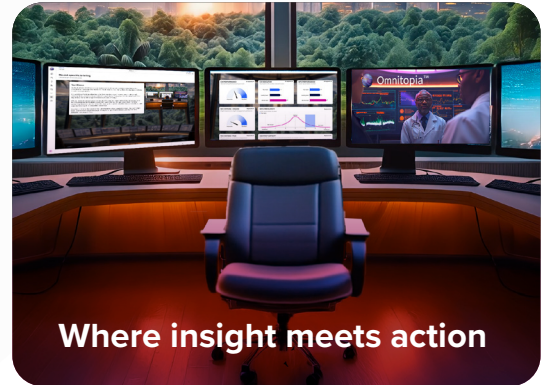


Omnitopia™

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.

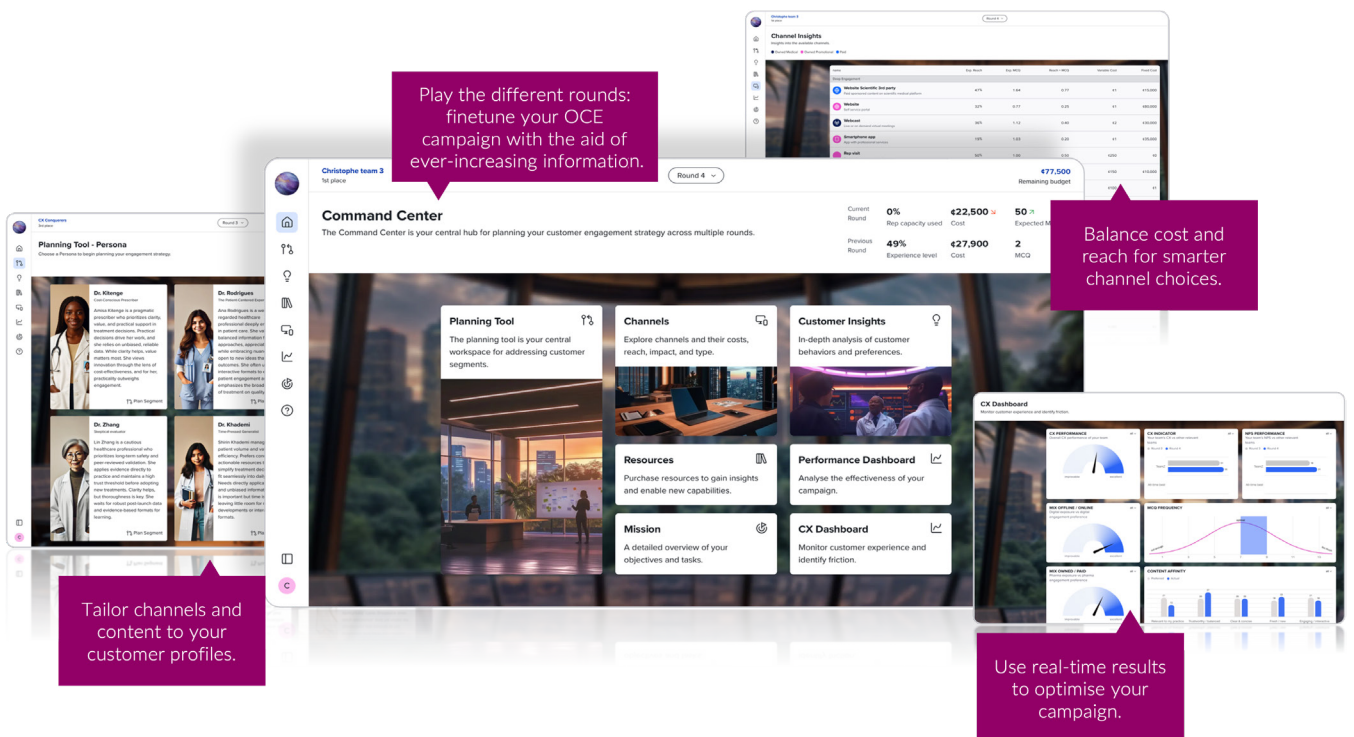
Learning is essential when it comes to boosting your customer engagement teams' knowledge, skills and mindset. But we do our best **learning by doing** – and this is where **Omnitopia** comes in.



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 instill a competitive spirit
- ✓ Offers a **guided tutorial** into the world of omnichannel engagement
- ✓ Fills an important **training gap**



Play the different rounds: finetune your OCE campaign with the aid of ever-increasing information.

Balance cost and reach for smarter channel choices.

Use real-time results to optimise your campaign.

Tailor channels and content to your customer profiles.

Channel Insights

Channel	Req. Budget	Req. MCO	Req. MCO	Req. MCO	Req. MCO
Website Identity: 3rd party	475	1.14	0.17	11	0.0000
Website	325	0.17	0.05	11	0.0000
Website	305	1.14	0.04	11	0.0000
Website app	105	1.03	0.03	11	0.0000
Real ad	305	1.00	0.02	11	0.0000

Command Center
The Command Center is your central hub for planning your customer engagement strategy across multiple rounds.

Planning Tool
The planning tool is your central workspace for addressing customer segments.

Channels
Explore channels and their costs, reach, impact, and type.

Customer Insights
In-depth analysis of customer behaviors and preferences.

Resources
Purchase resources to gain insights and enable new capabilities.

Performance Dashboard
Analyse the effectiveness of your campaign.

Mission
A detailed overview of your objectives and tasks.

CX Dashboard
Monitor customer experience and identify friction.

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Monitor customer experience and identify friction.

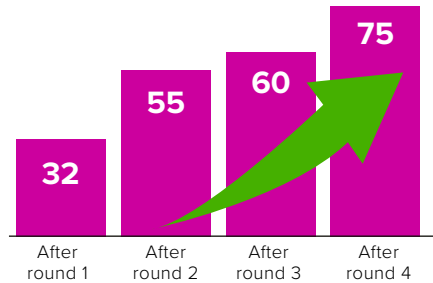
Summary Metrics:
Current Round: 0% Req. capacity used, \$422,500 Cost, 50% Expected MCO
Previous Round: 49% Experience level, \$27,900 Cost, 2 MCO

Engaging. Effective.

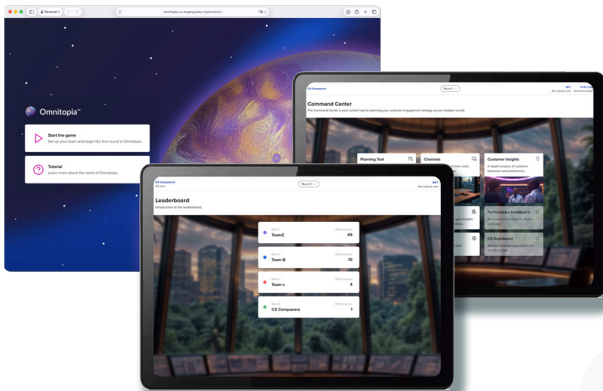
Loved by 15,000+ participants.

- Over 15,000 participants since launch of the game in 2019
- Omnitopia scored an **NPS of +39 in 2025** – teams love learning this way
- In-game effectiveness scores rise round after round** – proof that teams build better campaigns as they learn

EFFECTIVENESS SCORES = Improve customer engagement in a cost-effective way*



*Effectiveness scores for the cross-functional game. Comparable patterns observed across other simulations.



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 that 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 customer@precisionaq.com

Powered by

Navigator**365**® Reimagine customer engagement with *Precision* insights