

Digital A Plus Group of Companies launches OMNICONNECT360

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A one-stop strategic alliance provides a platform with omnichannel engagement with a focus on the pharma industry



Digital A Plus group of companies has launched OMNICONNECT360, a cutting-edge solution providing their clients, and remote customers with a simplified, cost-effective and integrated digital ecosystem. The feature is designed to effectively manage business marketing functions as well as scientific and brand communication of healthcare and life science companies.

OMNICONNECT360 offers integrated multi-channel solutions with various modules of services to their audience. It is a one-stop solution that aims to reduce the time frame right from ideation, planning, development, deployment, execution to analytics. This integrated solution enables our clients to create campaigns seamlessly using available omnichannel. It provides businesses with real-time actionable insights and data while creating seamless and linked experiences with customers.

Based on Digital A Plus's research, the USPs of this product may be divided into three categories: greater operational cost efficiency, end-customer-centred approach, and organisational elements that make the solution more flexible.