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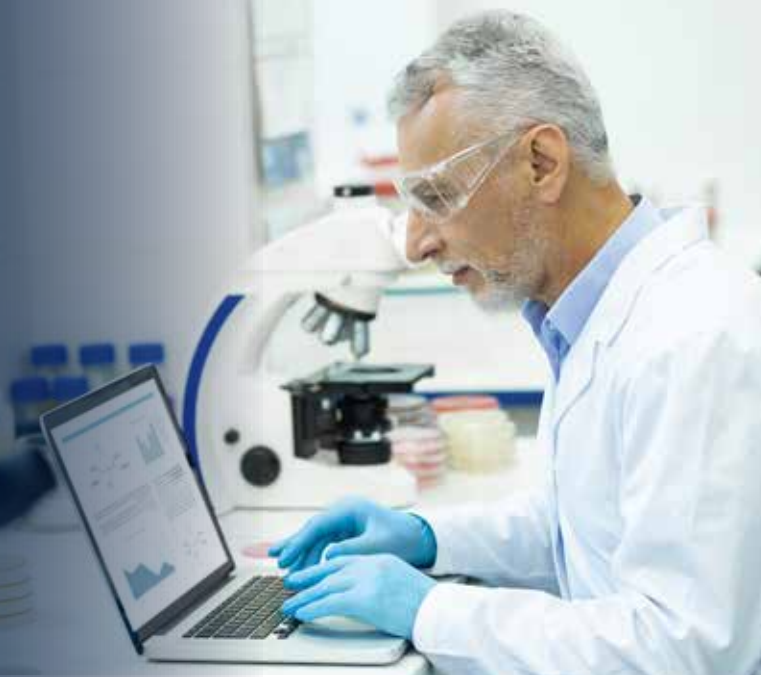

Personalizing Healthcare and Retail Engagement Using Unified Data

Problem Statement

Customer data was fragmented across clinics, retail stores, and digital platforms, limiting the organization's ability to deliver personalized engagement. The lack of a unified customer view reduced marketing effectiveness, constrained cross-sell opportunities, and created inconsistent experiences across channels.

What Veltris Did (Scope and Approach)

- Unified clinical, retail, and digital data into a centralized customer view.
- Integrated legacy systems, modern platforms, and third-party applications to enable seamless data flow.
- Developed advanced segmentation and personalization frameworks to deliver targeted post-consultation offers and communications.
- Implemented real-time analytics dashboards to monitor marketing ROI, conversion performance, and engagement metrics across channels.

Outcomes Delivered

- **20–35%** improvement in marketing ROI.
- **10–18%** increase in conversion rates by segment.
- **12–20%** increase in visit frequency.
- **15–25%** uplift in cross-sell and upsell rates.

Why It Worked

Veltris combined data unification expertise with advanced analytics and operational integration, enabling personalized engagement at scale while minimizing disruption across complex healthcare and retail ecosystems.

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