

# Transformed the creative services and L&D experience of a healthcare manufacturing major over a decade long partnership



## Business Need

- Consolidation of creative services and L&D team operations across different business units:
  - Fragmented global costs
  - Need to optimize media assets and marketing spend
  - High Time-to-Market for assets across different channels
  - Seamless operations in case of high volumes
  - High quality learning design experience
- Data confidentiality



## Genpact Solution

- Ongoing engagement since 2008, supporting marketing and learning initiatives of multiple stakeholders across the globe
- One-stop-shop for global creative and learning needs—print, web and digital
- Graphics and translation support in 10+ languages
- ~500+ high quality learning and marketing solutions
- Collaterals:
  - Digital and web-based Marketing communication solutions—3D animations, AR videos, etc.
  - Print—brochures, flyers, posters, invites, handouts, data sheets, white papers, etc.
  - Web—HTML e-mailers and web banners
  - Graphics—editing, correction, morphing of high- and low-resolution images
  - Illustrations—silhouette, logos, vectors
  - Creative print design—detail aids, fact packs, posters, catalogs
  - Learning solutions—ILT, eLearning, mobile-based learning, video-based learning, job aids, SOPs
- Dedicated floor for data security and confidentiality



## Business Impact

- Consolidation from 7 to 1 vendor
- 35% increase in digitization
- \$2M savings through reusability
- 30% reduction in production costs
- Cost avoidance through Lean process implementation

### Photo-realistic rendering of equipment (two camera views plus top view, occasionally)



3D ANIMATIONS

### Sample of a poster as part of a multi-channel marketing blitz for a program launch



POSTERS