



Omnitopia™

The best way to learn is to do

Despite the need for life science companies to move beyond the offline customer engagement model, digital transformation in sales, marketing and medical continues to move slowly.

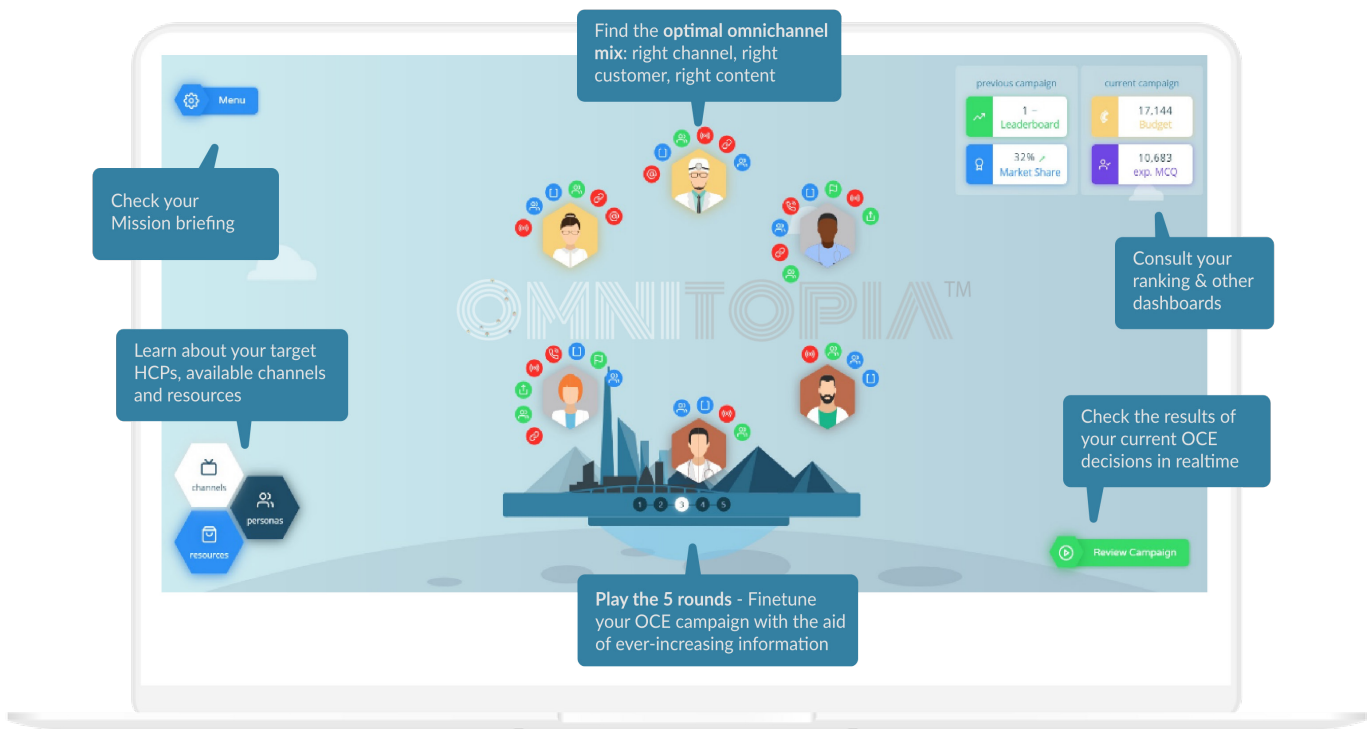
Learning is essential when it comes to boosting your customer engagement teams' knowledge, skills and mindset. But we do our best **learning by doing** – and this is where **Omnitopia™** comes in.



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

Experiment & learn in a safe but engaging environment

- ✓ Learn the guiding principles of omnichannel engagement by doing
- ✓ Optimize, synergize and implement personal learning objectives
- ✓ Experience immediate effects of choices on the customer engagement via dashboards
- ✓ Face real-life dilemmas, so that insights can be applied
- ✓ Feel the burning need for omnichannel
- ✓ Have a shared and engaging learning experience



Omnitopia™ – A ‘serious’ game

Omnitopia™ is an online multiplayer game that

- ✓ Brings a real-life launch scenario into an environment where users can **experiment and learn** –with real-time dashboards showing the instant results of choices made
- ✓ 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 games for 3 different settings

Each designed to boost participants’ skills and mindset when it comes to omnichannel engagement in a specific setting.



OMNITOPIA™
Commercial

- ✓ 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

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. ”

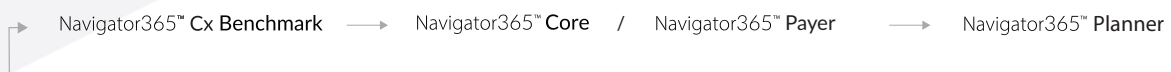
Get in contact

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: customercare@precisionaq.com

Navigator365™ REIMAGINE CUSTOMER ENGAGEMENT



Omnitopia™