

# **Business as unusual, to business as usual**

*our digital transformation*

## **Boehringer Ingelheim**

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Regional Customer Experience Manager

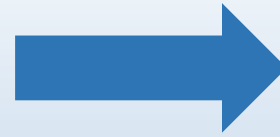
October, 2021

# Delivering best Customer Experience is in our DNA

**right Content**

**right Channel**

**right Time**

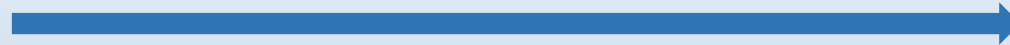


# Shift to digital



**82%**  
*F2F interactions*

*within 2-3 weeks*



**100%**  
*digital interactions*

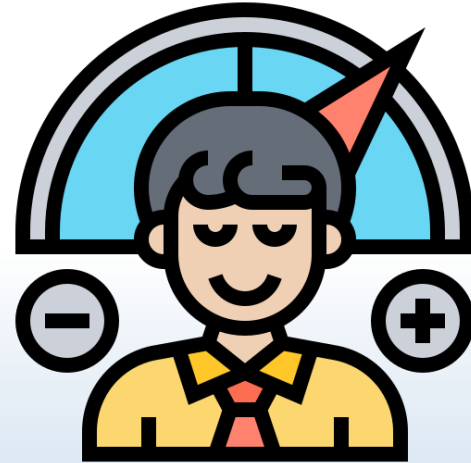
# COVID-19 virtual event series



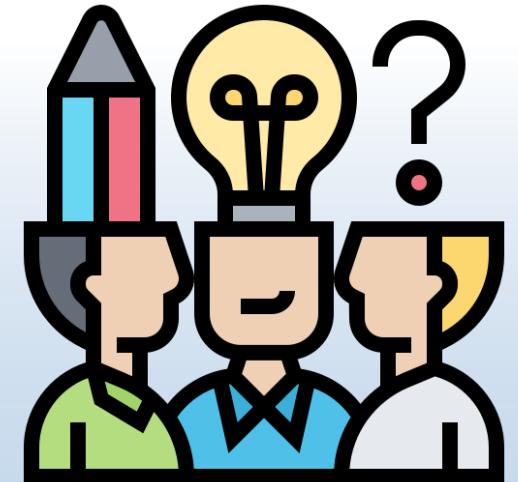
# Top 3 drivers for the digital transformation



**Right Mindset**  
*Agile ways of working*



**Capabilities & Tools**  
*Digital Growth Club*



**Internal Structure**  
*Integrate CX Managers*



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# Thank you!

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