



CASE STUDY

# Helping a Major Biotechnology Company Improve Customer Care

*InMoment created a semi-custom search application to help Biogen Japan's call center/ Medical Information Department:*

- Allowed for easier access to best-fit answers and resources
- Resulted in fewer calls escalated to medical directors
- Empowered operators to respond more quickly and reliably
- Enabled new hires to work at the same level as experienced operators

Biogen discovers, develops, and delivers worldwide innovative therapies for people living with serious neurological and neurodegenerative diseases. By drawing on a unique combination of technology and experience, InMoment was able to solve the problems they were having with customer care.

## Better and Faster Customer Service

The Medical Information Department (MID) at Biogen Japan fields and responds to questions from patients, physicians, and others. When a person calls into the MID, their calls are routed to operators who draw on a large Frequently Asked Questions (FAQ) spreadsheet, product information brochures (PIBs), Summary of Product Characteristic (SmPC) documents, and other resources.

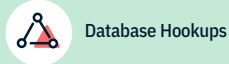
After 1 minute, calls are automatically escalated to expensive medical directors. Biogen wanted to reduce this cost through better and faster customer service. But they knew that jumping to an automated system would be extremely expensive and risky. Instead, Biogen turned to InMoment for a solution to empower, not replace, their human operators.

“ We’ve worked with InMoment for years on programs surrounding Voice of the Patient, Voice of the Key Opinion Leader (KoL) and social media monitoring... They’ve always been a key partner.”

KEITH HO, DIRECTOR OF CUSTOMER FOCUS AND MEDICAL DIGITAL, BIOGEN

## TECHNOLOGIES USED

### DATA INGESTION



### PROCESSING & ANALYSIS



### REPORTING & EXPORT



resources in seconds. Early testing by Biogen Japan already shows faster answers and fewer calls sent to medical directors. And this also shows promise in easing their customer service talent troubles by enabling new hires to work at the same level as experienced operators.

## How InMoment Can Build a Semi-Custom Application For You

When you need to solve a data-related business problem with unique requirements, such as custom data processing, specific technology integrations, or internal database hookups, general-purpose data analytics tools tend to fall short.

InMoment draws on a unique combination of technology and experience to solve these problems. First, we sit down with you to understand your business, your challenges, and exactly what you’re trying to accomplish.

Then we customize our **natural language processing, semi-structured data parsing, and machine learning** technologies with features and integrations suited to solving your exact business problem.

Through a staged Proof of Concept, we build you a **“semi-custom” business intelligence application** that delivers tangible outcomes across your organization, faster and with less risk than other providers.

## Designing a Semi-Custom Search Application to Streamline Biogen’s Data

First, we configured our core natural language processing (NLP) to identify relevant conditions, ailments, drugs, issues, therapies, and other entities and products within Biogen’s FAQ and other resources. Where needed, we used Biogen’s data to train and deploy custom machine learning models into the underlying NLP. The resulting system understands complex relationships between conditions, ailments, drugs, issues, therapies, and other entities and products.

Then, we combined all of this technology with open source **search capabilities** and wrapped it up in a **custom user interface**. MID operators can type in keywords or exact questions and get back best-fit answers and related

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