

## Crafted an intuitive disease management WhatsApp Chatbot for renowned India-based pharmaceutical company

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Case Study



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**Industry:** Pharmaceutical

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**Technology:** PHP, WhatsApp integration

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**Country:** India

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### Client Profile:

Established in 1980, the client's company is one of the leading pharmaceutical companies in India. The company is on a mission to fulfill the ever-changing medical and social needs by offering a comprehensive pharmaceutical value chain stretched across the globe. Over the years, the client's company has evolved organically and through procuring and growing its product portfolio and operations. The company has a global presence in more than 85 countries such as North America, Europe, Asia-Pacific, and CIS and MENA countries.

### Challenges:

As this was the client's first system, they reached with a requirement to develop a WhatsApp Chatbot that helps people suffering from anxiety, depression, and comorbidity. They needed a chatbot that can answer frequently asked questions regarding these diseases and reply to more appropriate answers based on the medical advice given by popular doctors.

## Solution

Experts at KCS thoroughly analyzed the client's requirements and did profound brainstorming for the same. Here are the solutions that KCS offered to the client:

- I Our experts used the latest PHP language for developing the WhatsApp Chatbot
- I Artificial intelligence (AI) and Natural Language Processing (NLP) played a huge role in powering the chatbot
- I The chatbot catches the keywords and reply to the users based on that particular keyword
- I Our experts have crafted the chatbot in a way that it is capable of answering all the questions related to anxiety and depression
- I The chatbot is also empowered to answer all the post-consultation related queries

## KCS Approach

Our experts crafted a powerful AI powered-chatbot that is proficient in answering all the queries related to mental health and anxiety and depression. The use of PHP language helped chatbot in being intuitive and give a quick reply to all the users queries. Natural Language Processing allows the chatbot to mimic human conversation. If the chatbot is unable to answer patients' query, it immediately shares the question with medical advisor via email and requests them to add more information related to patients' query.

## Impact

The chatbot developed by KCS created a huge positive impact on the users as well as the client. More than 20 psychiatrists contributed from various parts of India guided us while developing the chatbot. This disease management WhatsApp chatbot is proved to be one of its kind in pharmaceutical industries. The chatbot is also capable of answer 500+ answers related to anxiety and depression. Using this chatbot, patients and users can get an answer to all the post-consultation queries such as "I am suffering from X mental ailment, can include this particular item in my diet plan, should I perform yoga or exercise, etc." The chatbot is already deployed over WhatsApp and is used by hundreds of patients all over India.

## Tech Stack



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## Global Offices



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