

# How Vezeeta achieved 47% upliftment in the pharmacy orders and cross-pollination of appointments booked with WebEngage

HQ  
**Cairo, Egypt**

Founders  
**Amir Barsoum**

Industry  
**Health-Tech**

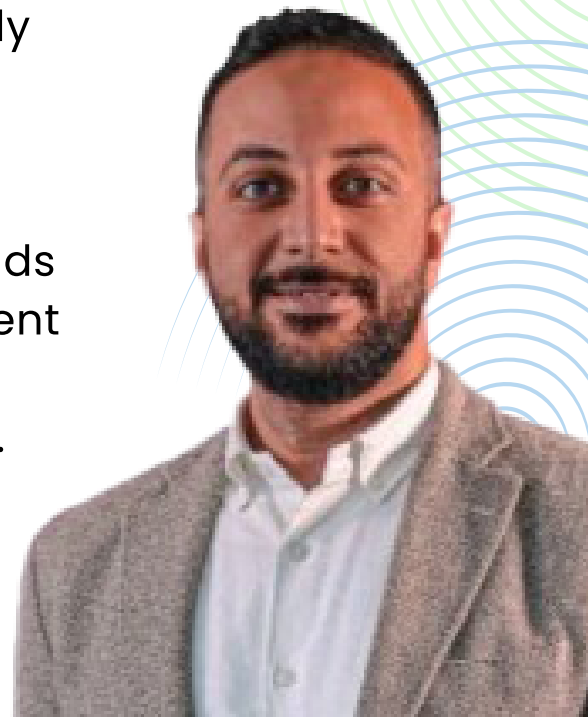
Founded  
**2012**

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WebEngage is the platform that perfectly does justice to the goals and visions of Vezeeta. Besides automating Vezeeta's marketing strategies and designing relevant journeys, WebEngage also stands strong when it comes to user engagement and retention as it understands the importance and nuances of the subject.

**Mohammad El Mougi** | 

Ex-Chief Product Officer, Vezeeta



# About Vezeeta

Vezeeta is a single point of care for digital outpatient services, that offers convenient, and unparalleled experiences to patients, through three key outpatient touchpoints – Doctors' Consultations, Pharmacy, and Diagnostics primarily Lab Sample Collection.

Vezeeta offers a seamless digital platform to help over 10 million patients search, choose, and book their healthcare providers based on real patient reviews and ratings, live doctors' scheduling, location, fees, and health insurance providers, from a network of over 50,000 top-rated doctors across 43 specialties.

Using the app, patients can schedule appointments for in-clinic, virtual or at-home consultations. Patients can also book a lab sample collection in less than two hours, order their medications, and schedule home deliveries in 45-mins using the pharmacy solution.



## The Objective

While Vezeeta wanted to focus on acquiring new customers, it was also, at the same time, very keen on retaining the existing customers. The digital healthcare brand votes user engagement and retention as extremely important factors for the business. For them, customer retention is a big competitive advantage as that's where factors like customer experience, loyalty, etc come into the picture. Hence, Vezeeta wanted to focus on the reactivation of the existing customers.

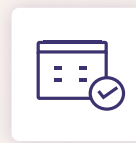
## The Solution

Vezeeta had clarity in terms of their objectives and was pretty focused on what they wanted from WebEngage. The customer success manager at WebEngage connected with the team at Vezeeta. After carefully considering Vezeeta's requirements and objectives, the CSM at WebEngage suggested that Vezeeta's team launch push notification campaigns.

They hence designed various journeys on the WebEngage dashboard. Some of them are:



**New-user  
install journey**



**Product booking  
confirmation journey**

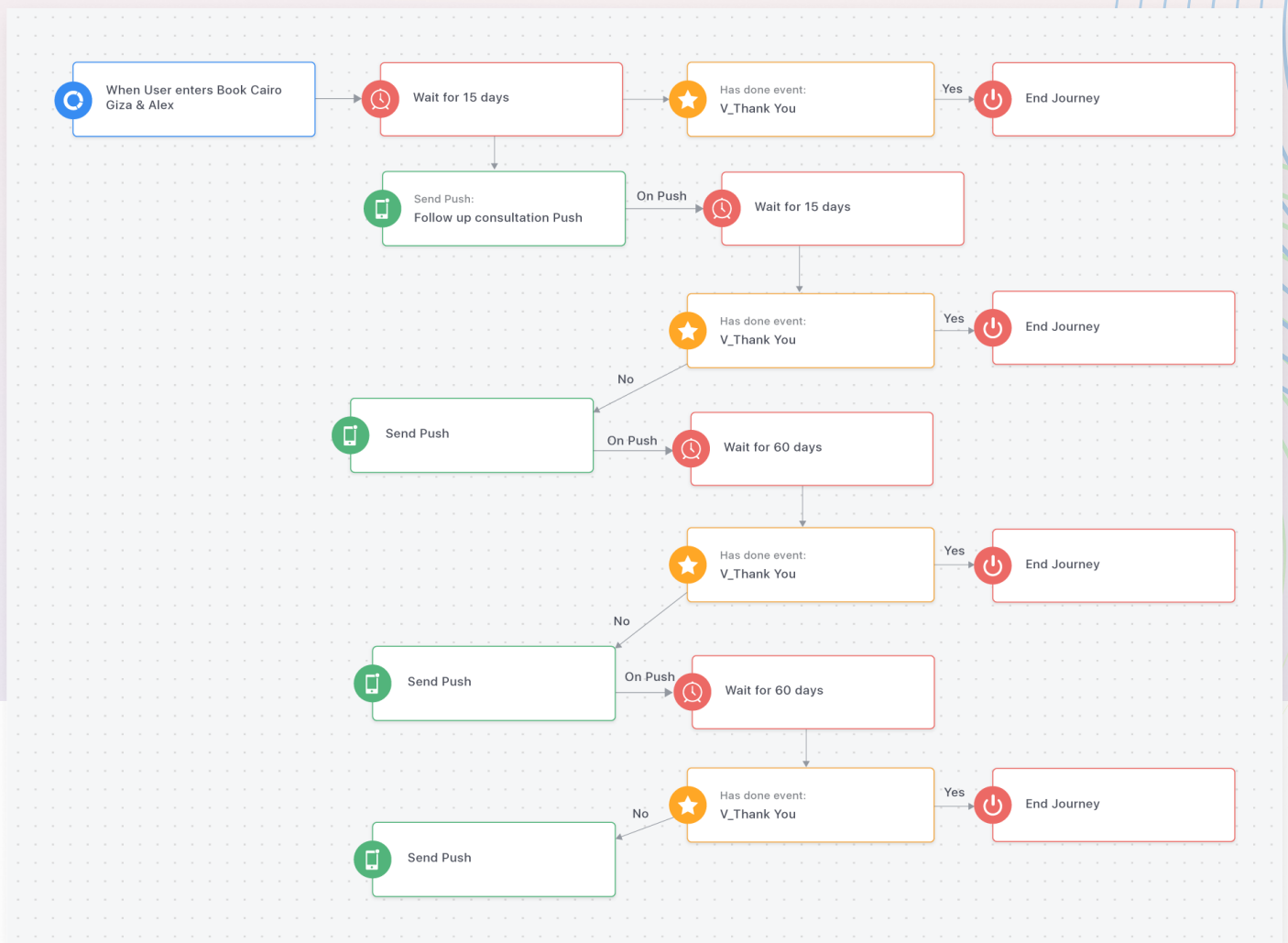


**Product repeat  
booking journey**



**Pharmacy product  
repeat journey**

Below is the sample journey image:



Vezeeta has recently launched the reactivation campaign on a static list of customers that they coupled with the promotions. The results turned out to be outstanding that can be testified with the following metrics.

# The Outcome

Leveraging WebEngage turned out to be quite fruitful for Vezeeta. With WebEngage, the digital healthcare brand could attain :

- Transform the patient / doctor experience from a heavily offline one to a fully advanced and digital experience
- Simplify patient access to the best treatment and remind them of appointments and monthly medications
- Customized user engagement that builds stronger relationships with the brand

47% ▲

upliftment in the pharmacy orders and cross-pollination of appointment bookers

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WebEngage is one of the most user-friendly platforms I have used. It allows us to create personalized and delightful experiences when it comes to communicating with customers through different channels like push notifications.

Not only can we engage our customers with contextual messages but also analyze campaigns against various performance indicators to understand their impact on user engagement, conversions, and revenue.

**Fady Basroum** | 

**Product - Patient App, Vezeeta**

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WebEngage is a new-age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, and orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more revenue from existing customers and anonymous users across 10+ communication channels. WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.



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