



Engaging Customers Everywhere: Delivering interactive insights for healthcare products

A leading healthcare company partnered with Clutch, a division of ICC, to personalize its product experience for international pitches.

Our client sought an effective method to educate partners and customers on its wide selection of healthcare products. With customers distributed across the globe, it was impossible to create a personal experience with webinars and virtual conferences. They needed an interactive way to engage their audience, giving them a context for the product's use.

ICC created a virtual lab that informs potential customers with interactive environments, audio, and animation. The responsive online experience engages customers and provides detailed product information.