



# END-TO-END CUSTOMER ENGAGEMENT



## Motivation / Objectives

### The Journey Begins:

Genmab is on a mission to transform the lives of patients living with cancer and other serious diseases. To achieve that mission, Genmab engages Key Opinion Leaders (KOLs) to ensure they develop and commercialize knock-your-socks-off (KYSO®) antibodies.

The E2E Customer Engagement capstone project built a customized internal web application to enable seamless and effective cross-functional engagements with Key Opinion Leaders (KOLs).

## Requirements

**Advanced Search:** Easy filtering options to quickly find targeted KOLs.

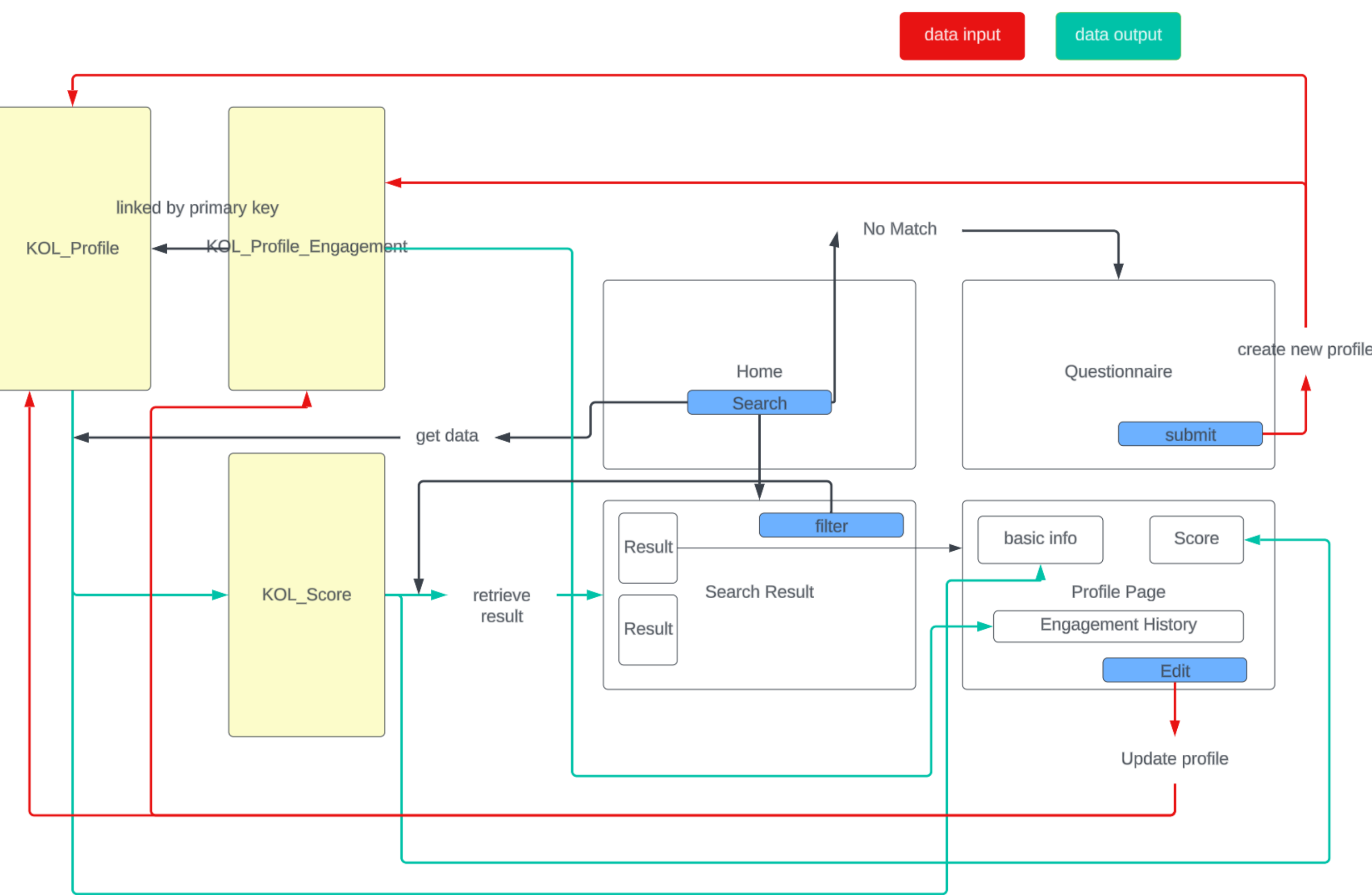
**Interactive Questionnaire:** Conduct effective KOL interviews.

**Customized Profiles:** Tailored KOL profile pages for detailed insights.

**Engagement Tracker:** Comprehensive view of interaction histories.

These website requirements were meticulously crafted to meet the specific needs of internal Genmab users, ensuring a streamlined and efficient process for identifying and engaging Key Opinion Leaders (KOLs).

## Overall Design/Structure



Design Flow Chart

## Implementation

**Frontend:** The application's user interface is built with React, providing a dynamic and responsive experience. The design focuses on usability and accessibility to accommodate a wide range of users.

**Backend:** A Flask framework handles server-side logic, managing API calls, data processing, and interactions with the MySQL database. It ensures efficient data retrieval and storage processes.

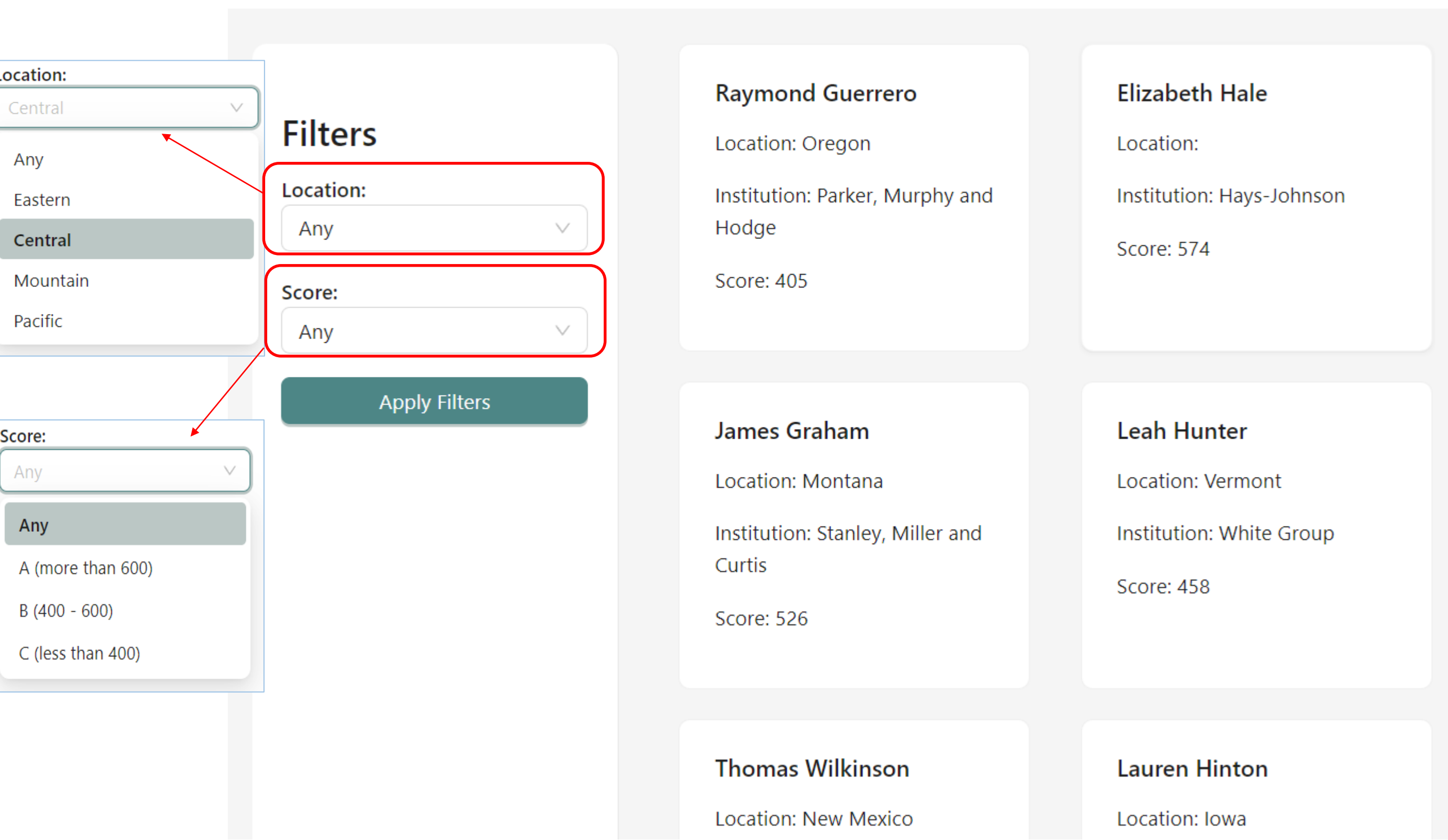
**Database:** MySQL is used for data storage, chosen for its reliability and support for complex query operations which are crucial for real-time data analysis.

## Results



Search: Verified users can search for KOLs of interest, and if no record exists in the database, navigate to create a new record.

## Search Results



Search Result: Advanced search with filters

## Engagement

\* Date of Engagement  
2024-05-15

\* Engagement (A)  
In-Person Meeting

\* Function  
Commercial

Notes  
Talked about A

\* Follow-up Requested (B)  
Virtual Meeting

\* Function  
Medical

Information Requested  
Need information about B

Submit

## Profile Details

**Name:**  
Chris Leggett

**Location:**  
Plainsboro, newjersey

**Occupation:**  
Manager

**Institution:**  
Genmab

**Email:**  
example@genmab.com

Save Profile

## Engagement History

**Engagement 1**

**Date:** 2024-05-09

**Engagement A:** virtualMeeting

**Function A:** commercial

**Notes:** Talked about A

**Follow Up Requested:** inPersonMeeting

**Function B:** medical

**Information Requested:** Need information about B

Save History

**Email:**  
example@genmab.com

Cancel

\* Date of Engagement  
Select date

\* Engagement (A)

Create or Edit KOL Profiles: Users can add new KOLs or update existing profiles and engagement histories across various pages.

## Future Work

**Enhanced Personalization:** We plan to add more customization features to KOL profiles, making them even more tailored to individual needs.

**Feedback System:** We will establish a strong feedback loop to continuously refine our platform based on user insights.

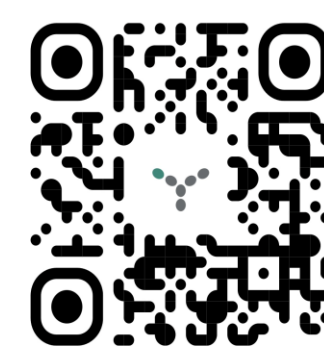
**Automatic Updates:** We aim to automate data updates, ensuring KOL profiles are always up-to-date with the latest information.

## Acknowledgement

Chris Leggett, Mentor from Genmab, for invaluable insights and continuous encouragement throughout the project.

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Try it out!