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OMRON Healthcare India opens experience-cum-service centre in Hyderabad

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The centre is equipped with an â??experience zoneâ?? for customers offering live demo for a wide range of OMRON products



OMRON Healthcare India has announced the launch of its next experience cum service centre in the country at Hyderabad. With this centre, OMRON now has 64 touch points across India including experience, service and pick-up centres.

Commenting on the announcement, Masanori Matsubara, MD, OMRON Healthcare India, said, “With growing advancements in technology and the changing dynamics around preventive healthcare in the post Covid era, customers need to get hands-on experience so that they are able to make preventive healthcare management an integral part of their daily regime.”

The centre is equipped with an ‘experience zone’ for customers offering live demo for a wide range of OMRON products. It is expected to address 100+ customers on a daily basis initially, where they will be provided with quick resolution of queries and complete know-how on the utility of products.

Sharing more on the objectives of the launch, Rohit Saini, GM- Sales & Marketing, OMRON Healthcare India, said, “The objective is to make them experience the technology themselves so that they adopt it swiftly and also get a better customer service experience. This is in sync with our overarching objective of helping them lead a healthy lifestyle in the new normal.”

Matsubara also highlighted that the facility indicates one more step of OMRON towards realising its long term ‘zero events’ vision (no incidence of heart attacks & brain strokes) by strengthening the availability and practice of home healthcare monitoring via provision of quality medical devices to Indian society like digital blood pressure monitors, nebulisers, thermometers, nerve stimulators, body fat monitors, weighing scales, etc.