

A World of Virtual Reality: Entering the Metaverse with Bachem 360



Bachem's virtual showroom sets industry standards in digital customer experience.

Bachem's communication has been transforming over the past few years. The pandemic proved that innovation and continuous development are key to better communication and engagement with stakeholders. One of the examples of our innovative communication with customers is Bachem 360 – our virtual showroom which we launched earlier this year.

Always connected with our partners and customers

Our main goal with this project was to use new intuitive ways to connect with our partners and customers and serve them the quality information they need on a personal level. With the help of a cross-functional evaluation board including marketing, sales, BD, and customer excellence, we developed Bachem 360 based on customer needs, experience, knowledge, and feedback.

With the launch of the virtual showroom in May 2022, Bachem is the first CDMO in the industry to create a first-class digital and inspiring experience. Visitors can explore the whole Bachem world, showcasing company expertise, products, technologies, processes, and so forth.

Nikki Parsons, Director Digital & Event Marketing at Bachem AG, says "Bachem 360 really showcases our strategic foundations of innovation and customer-centricity. We want to WOW our customers with new digital experiences that can help them really connect with our brand and drive business for the company. I'm excited for the future of Bachem 360 because this is just the beginning and it's great to see our growth both in the real and virtual world."

Design inspired by the scenery of our headquarters in Switzerland

Digital, yet realistic and with an innovative design, the new virtual showroom achieves needs-oriented content leading the audience through all relevant business segments to the information needed, provided in easily digestible bite-size knowledge pieces.

The overall showroom design is loosely based on the headquarter reception building, while the surrounding area is similar to the hills close to Bubendorf. Once inside the showroom, the visitor can navigate to various rooms with information on different products and services.

What you can discover in the showroom

The highlight of Bachem 360 is the live area, where visitors can access all previous and upcoming webinars. The live area is prominently placed on the ground level and draws attention to the futuristic LED wall hosting the live webinars. This combination of live and on-demand content extends the customer journey around our webinars from additional information pieces to personal interaction with our colleagues.

Continuous further developments

Further improvements from the development pipeline are currently in progress. These upgrades will include new and engaging features that allow for more direct real-time interaction. In addition, we plan to integrate new areas to create an increasingly realistic virtual world of Bachem.

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About Bachem

Bachem is a leading, innovation-driven company specializing in the development and manufacture of peptides and oligonucleotides. With over 50 years of experience and expertise Bachem provides products for research, clinical development and commercial application to pharmaceutical and biotechnology companies worldwide and offers a comprehensive range of services. Bachem operates internationally with headquarters in Switzerland and locations in Europe, the US and Asia. The company is listed on the SIX Swiss Exchange.