

Pharma Sales Rep NBA Nudge Engine

Overview

It's an AI driven nudge engine to improve pharma sales rep productivity. Auto generated intelligent nudges help sales rep maximize their productivity by getting regular notifications on focus tasks for the week, sales deficit summary and next best action to meet targets bifurcated at pharmacy, doctor and geography level, insights on doctors and communication to be shared with doctors to make the most out of the engagement / interaction, compliance nudges to ensure adherence to targets and real time course correction for sales reps.

Key features

1. **Use-Case Factory/ Configuration**
 - a. Creation of Business Rule-based Action Nudges
 - b. AI model led Next Best Action/Nudge creation
 - c. Nudge configurator to plan a Nudge delivery journey

2. **Overlay of Feedback Loop**
 - a. Sales rep feedback
 - b. Doctor Feedback (through NPS surveys)
 - c. Sales rep usage stats

3. **Multi- Format Nudge Delivery**
 - a. Delivered as an output file linked to customer CRM
 - b. Delivered as Omni-channel communication via WhatsApp/Email through THB's Marketing cloud

4. **Manage Multiple Data Sources and MDM**
 - a. Multiple sources of structured data sources can be integrated to generate Doctor specific NBA
 - b. Proprietary MDM Algorithm to ensure clean unified list of Doctors to enable Doctor specific NBA