## TRUEBLUE

AiDEA

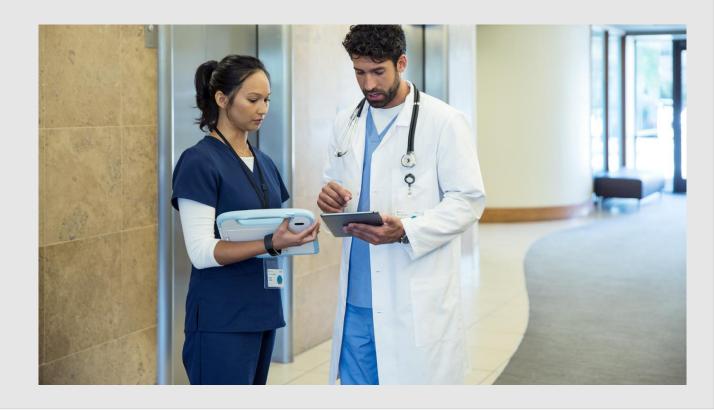
www.truebluecorp.com





Industry: Life Sciences market includes biotechnology, healthcare, pharmaceuticals, medical devices, diagnostics and cosmetics companies

A new way of work where field forces can directly fill the information (e.g. call to physicians, profiling data, targeting data, initiatives, etc...) with a fully conversational interaction through smartphones



#### **CHALLENGES**

Make AI simple and easy to use for the Field Force
From data to intelligence insights
Integration of big / world data

#### **IDEAL SOLUTION**

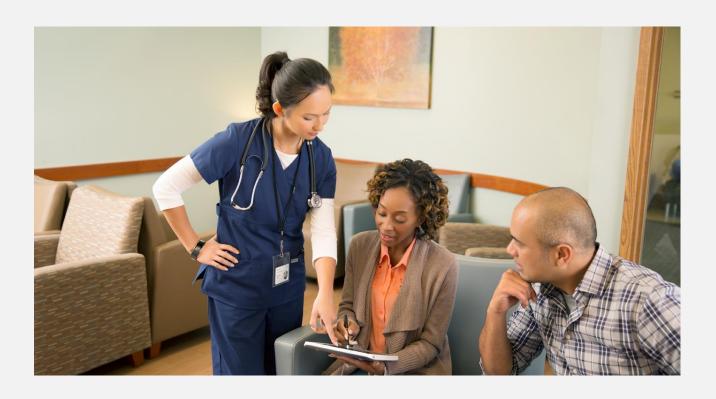
Virtual Coach for Sales Force
Smartphone based
Pre-built, product off the shelf

#### **DESIRED OUTCOMES**

Strategic and operational: solution to help the field force to improve performances and save time with higher data quality

Proactive and prescriptive

Cloud based solution



## TRUEBLUE AIDEA

The final goal is to give customers the most advanced technology on the market, giving them the opportunity – through AiDEA – to manage and interact in the simplest and most innovative ways, thus revolutionizing multichannel customer engagement using Microsoft platforms and Trueblue's expertise in the pharma market

## Strategic, Proactive and Prescriptive Pharma expert

- It analyses all the internal and external company data combined with big / world data
- It has inside the Pharma business processes

A real AI product to improve business performance

## Virtual Coach for Sales Force - In your pocket, on your smartphone

- The first solution that provides a fully conversational, user friendly interface on your phone, ready to use
- Simplified access and enhanced power of existing data and company's tool

A solution that supports the users in real time

#### **Proof of Joint Solution**

- It represents a new way of work
- Flexibility and scalability
- Based on Dynamics 365
- Cloud base solution (Azure)

A new way to work in a full Microsoft Ecosystem

# Customer success: Merck Serono

The main goal was to support, through an AI-based solution, medical representatives to plan their activities in order to better answer to the healthcare professionals' information needs, having a prescriptive&predictive solution on their hands and easy to use.



#### **ADOPTION**

- 96% Adoption rate
- 5x Higher Engagement
- Analytical culture improvement
- Tool that supports the operational and day to day activities

#### **EFFICACY**

- + 0.5 More calls performed to HCPs
- + 4% Call Plan Achievement
- + 120% Digital channels engagement Foster Multichannel usage
- +32% Email open rate & website access -Improved targetization and dynamic Customer Segmentation

#### **CUSTOMER STATEMENT**

"We believe that this project is the first step towards "real digital age" ".

- CIO, Merck Healthcare

### TRUEBLUE AIDEA

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