

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



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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

Get a free trial: www.truebluecorp.com

Call for more information: +39 045 92 00 901

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