



Lyriko

Reinvent the way you engage customers!

Choose a data-driven tool to boost sales performance and effectiveness.

Lyriko is an AI-based solution that improves **content journey orchestration** on the basis of interactions, marketing inputs and content relevance.

The perfect symphony of resources to **maximise content personalization**, to **improve Sales Reps efficiency**, and to **guide business strategy**.



Advantages

For CEOs & Marketeers

- achieve tangible results in a short period of time (100 days)
- define business and marketing priorities
- increase salesforce efficiency
- increase customer engagement
- monitor customer engagement and salesforce effectiveness
- modular licenses

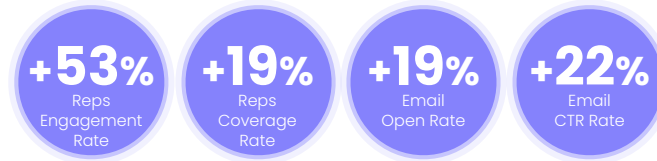
For Sales Reps

- save time and simplify daily work
- automatically track customer lifecycles
- achieve personal goals more easily

For IT Department

- easy plug&play implementation
- seamless connection to any data source
- on-cloud or on-premise installation, based on current IT system

Results



*Source: Average data for Life Science use cases

A concrete solution to unlock the automation of suggestions to Field Force and Customers, that also leverages qualitative metadata/tags automatically extracted from the promo materials with high accuracy. A boost for customer engagement and sales.



Global OmniChannel Strategy
Executive Director

