A|M
Axtria Intel Monitor

DATA SHEET

AXTRIA'S PREDICTIVE TRIGGERS & SUGGESTIONS

Commercial models are evolving, and data sources are exploding. At Axtria, we believe that the winners are those that make and implement sound business decisions based on data. Whether it's commercial planning across territory alignment, call plan and incentive compensation, or optimizing field execution with the right next-best-action, one thing is sure: on-demand insight-driven decision support is a critical enabler of competitive advantage.

Even in today's multi-channel environment, the sales force continues to be your most strategic and significant promotional spend. Ensuring your sales representatives are aware of the opportunities and threats in their territory, are aligned with the overall multi-channel marketing activity, and are delivering the right message to the right customer at the right time, is critical to driving more sales and revenue from your investment.

Axtria's Predictive Triggers are a powerful decision science engine that analyzes customer information from multiple sources, across each of their interactions, and delivers recommendations directly to the field. It is part of Axtria's cloud platforms, which enable an integrated commercial operations workflow, from planning through to field execution. The platforms make data-driven insights immediately actionable and are continuously learning from field execution and associated impact. Triggers are delivered at both the planning and execution level.

Axtria's Predictive Triggers Enable Insight-driven Decision Suggestions Support In 3 Powerful Steps:

1. DESIGN

Axtria's Predictive Triggers provide a modern and intuitive cloud environment for your users to configure their business rules and algorithms. With integrations across industry-leading marketing automation/ campaign platforms, this framework is entirely transparent and supports a 'Bring-Your-Own-Model' (BYOM) approach.

- Incorporate a range of commercial data sources to configure the triggers across all customer interaction points
- An open framework that allows customers to utilize their models
- Tailor triggers for specific markets, business units, teams, and brands
- Create contextual messages that are highly relevant and actionable
- Set thresholds to stop overwhelming sales reps, allowing them to hear the signal through the noise

2. DELIVER

With 170+ pre-configured KPIs covering 50+ channels and 79+ vendors, automated commercial suggestions ensure that the triggers are delivered directly to the sales representatives within native applications, allowing immediate action to be taken.

- Urgent suggestions are highlighted on the intelligent dashboard apps to encourage immediate actions
- Triggers are shared as both actionable suggestions and customer insights
- Suggestions can be leveraged to create calls, call objectives, or send emails
- Simply dismiss irrelevant messages, while the decision science engine learns from this
- Easy integration with industry platforms makes it easy to get started

3. CONTINUOUSLY LEARN

The compelling decision science engine is continuously analyzing sales representatives' actions and the associated impact on business outcomes across a range of commercial datasets. It is continually learning and is able to adapt the models used to drive higher prescription uplift from your promotional investment.

- All automated and predictive suggestions interactions are integrated back into the decision science engine
- Incorporate call activity data to understand the steps taken and the best time to call
- Leverage patient-level data for alerts in highly specialized markets and rare diseases
- Factor in sales representatives' performance to adapt the suggestions to help meet individual targets
- Understand the impact on performance at the macro level down to the individual sales representative
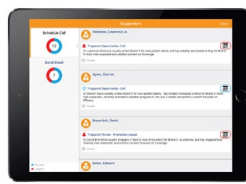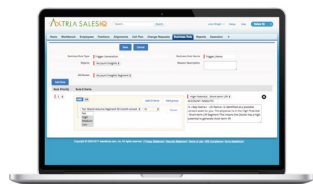
Optimize Field Performance In Each Customer Interaction, Driving Greater Prescription Uplift And Revenue From Your Promotional Investment.

1. Align The Field To Your Sales Strategy

Sales strategy is a crucial input when setting up Axtria's Predictive Triggers. The brands you focus on, the segments you target, your competitive positioning, and the message you take to market are all incorporated. This input is used to build the triggers that are automatically sent to your native suggestions platform, ensuring the field is executing your strategy.

2. Streamlined Commercial Decision Making From Planning To Execution

Axtria's Predictive Triggers are a part of the Axtria SalesIQ™ platform, where the next-best-action suggestions support an integrated commercial operations workflow across Segmentation & Targeting, Territory Alignment, Roster Management, Call Planning, Incentive Compensation, Field Analytics, and Field Reporting. The platform makes data-driven insights immediately actionable, increasing overall field productivity and effectiveness.

3. Empower Sales Reps To Add Value

As the industry shifts from volume-to-value, it is even more critical for the field to be credible in front of the customer. And the time it takes to onboard a new sales representative and makes them productive is directly linked to field performance. Axtria's Predictive Triggers help to reduce the ramp-up time by continually educating sales representatives with the right messages and reinforcing the brand's value proposition.

4. Dynamically Respond To Changing Market Conditions

The industry is experiencing a more significant change than ever before with healthcare consolidation, the rise of digital, a shift from volume-to-value, and a changing regulatory environment. As the market conditions change, Axtria's Predictive Triggers tap into emerging data sources and delivers dynamic recommendations on the best way to respond.

5. Deliver A Truly Omni-channel Customer Experience

Axtria's Predictive Triggers are aware of all promotional activity across channels. Suggestions are made in the context of any historical interactions and multi-channel marketing activity, delivering a closed-loop engagement, and ensuring the optimal next-best-action is taken with the Healthcare Professional (HCP).

6. Continue To Adapt And Evolve At The Speed Of Your Business

The decision science engine never sleeps. It will continue to learn from the data it analyzes and optimize the suggestions to drive the best results for your business.