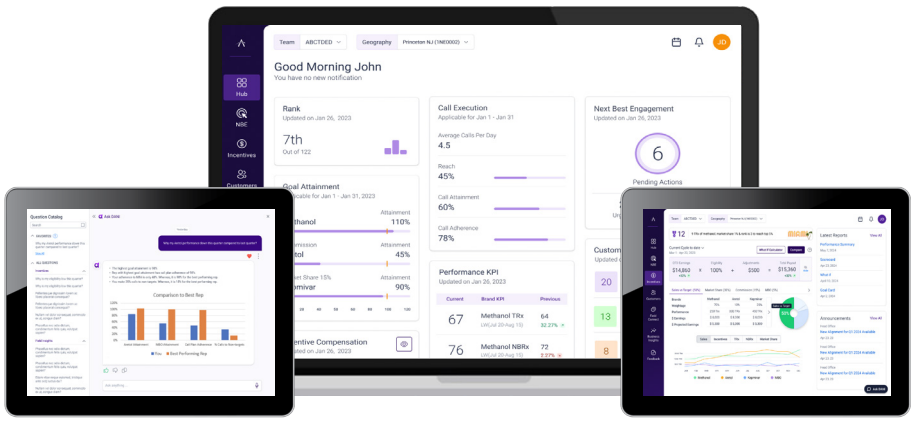
Unified Field Experience

Overview

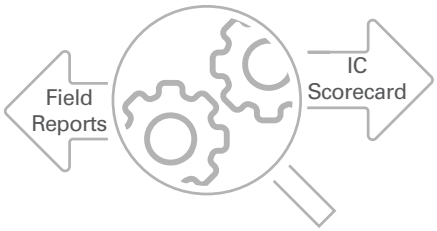
Unified Field Experience offers life sciences field teams a next-generation mobile experience that integrates sales planning and execution, incentives, and omnichannel customer engagement. This iPad app provides reps with a comprehensive view of their business, empowering them to make informed decisions on the go and achieve superior sales outcomes.



Challenges of Disconnected Sales Processes

Multiple systems of record and intelligence can create confusion and inefficiencies for field sales teams by producing fragmented data and inconsistent information.

Complex network of disparate systems



Data Divergences

Poor Field Experience

Unified Insights to Optimize Field Performance

The Unified Field Experience app addresses this challenge by seamlessly connecting these systems, offering a unified view and ensuring reliable data integrity. This integration empowers field sales teams to make informed decisions based on a single version of the truth, enhancing productivity and sales effectiveness.

Unified Field Experience leverages GenAI-powered recommendations to help field teams prioritize sales activities, analyze customer interactions, and make informed decisions that maximize commercial impact.

Key Capabilities

Call Plan Feedback and Targeting

Enable mobile, collaborative call planning by engaging with the field and collecting feedback on call plans. Allow managers to review and approve any necessary changes.

Territory Alignment

Align territories effectively and plan your targets with ease.

Call Planning

Schedule and plan HCP visits with the help of Axtria's intelligent orchestration, powered by CustomerIQ, for Next Best Actions.

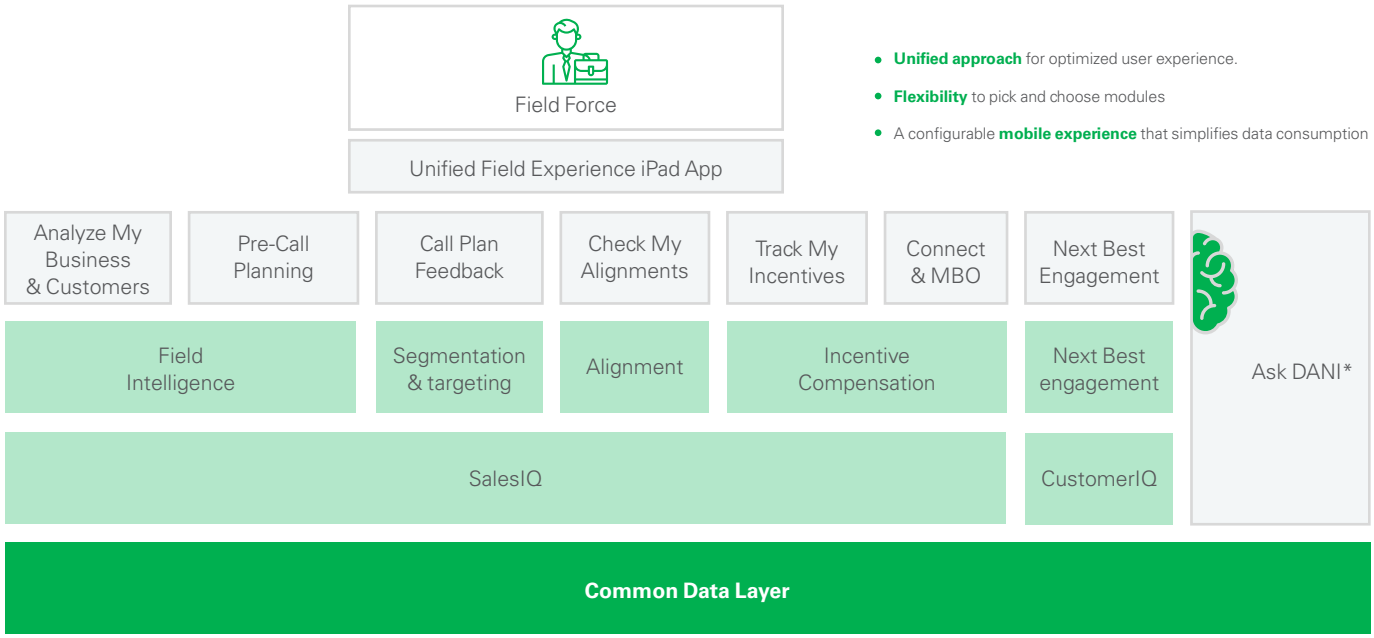
Incentive Compensation

Reward sales performance with accurate, timely payouts, and enable reps to review their performance through historical data analysis.

Field Intelligence

Gather insights to inform sales strategies including payer, customer, competitor and brand information.

Using DANI, Axtria's conversational chatbot, reps can quickly get the information they need by making natural language queries.



- **Unified approach** for optimized user experience.
- **Flexibility** to pick and choose modules
- A configurable **mobile experience** that simplifies data consumption

**integrations to other Axtria products*

Key Differentiators

Unified Field Experience leverages GenAI-powered decision algorithms to enhance the effectiveness of field sales teams, providing them with intelligent insights for better decision-making. By centralizing sales planning and omnichannel execution, Unified Field Experience helps reps to streamline sales activities and improve coordination. The intuitive interface ensures high adoption rates, enabling reps to efficiently plan and execute their sales activities.

Key Features and Benefits

Unified Field Intelligence

Gain a 360-degree view of performance and boost your field team's target achievements and productivity.

Seamless Omnichannel Engagement

Build strong relationships and trust with healthcare professionals across all channels.

Gen-AI Powered Personal Assistant

Uncover hidden opportunities with GenAI driven recommendations.

Centralized Control

Ensure visibility and governance across execution, incentives, performance, intelligence, and customer engagement.

Enhance Field Productivity and Effectiveness

Boost engagement and efficiency with best-in-class user experience, offering you next-best actions, routing and scheduling strategies, field reporting, and business performance insights.

Improved Collaboration

Strengthen collaboration between your home office and field teams. Provide feedback on alignment, call plans, quotas, and MBOs, helping managers spot coaching opportunities for field reps.

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About Axtria

Axtria is a global provider of award-winning cloud software and data analytics to the Life Sciences industry. Axtria's solutions are used to digitally transform the entire product commercialization process, driving sales growth, and improving healthcare outcomes for patients. Our focus is on delivering solutions that help customers complete the journey from Data-to-Insights-to-Action and get superior returns from their sales and marketing investments.

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