

Product Fact Sheet

Axtria CustomerIQ™

Impact of adopting an analytics-enabled omnichannel commercial model



5-10%

higher satisfaction and HCP experience¹



10-20%

more efficient marketing and cost saving



3-5%

increases in prescribers



5-10%

uplift potential in revenue²

1. Measured by NPS or McKinsey's proprietary approach to customer satisfaction prediction

2. Depends on indication and lifecycle stage (McKinsey & Company)

Introduction

Effective customer engagement is crucial to the success of any Life Sciences organization's commercial business. Superior customer interactions depend on intelligently optimizing the omnichannel customer touchpoints available to the field while anticipating where the customer is on their decision journey.

Comprehensive Life Sciences industry data will be key to giving the field the most holistic 360° view of the customer and allowing them to personalize their interactions. The quality of the customers experiences with your brand is determinative to initial sales and future repeat business.

Current Life Sciences Customer Engagement Pain Points

Today's Life Sciences companies struggle with finding a comprehensive customer engagement solution that is specific to their business. A solution that understands the customer's behavior and their journey preferences to orchestrate Life Sciences Next Best Experiences (NBX) that have the following key attributes:

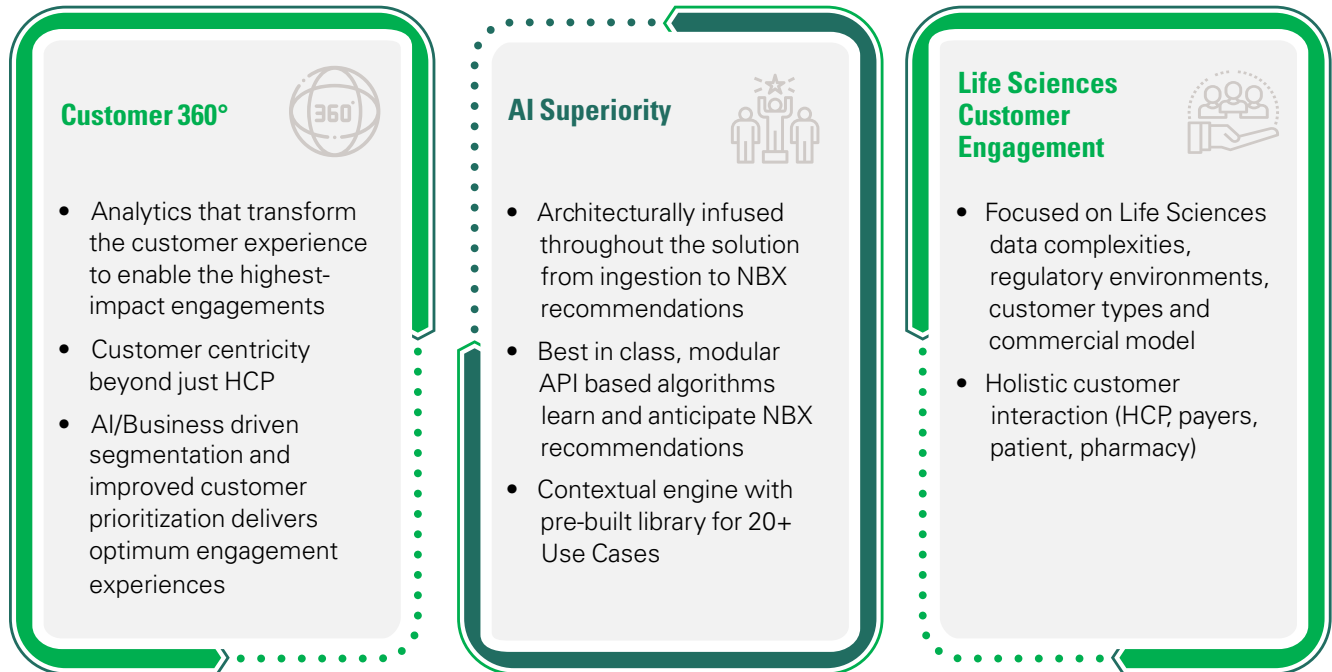
- **Omnichannel by design** with prime objective to increase personalized customer engagement at every step along the customer journey.
- **360 Customer Profiling** with quantitative segmentation analysis to identify key customer profiles from a range of data sources based on defined customer segments, priority relevance, and prescription behaviors
- **360 Customer Insights** with intelligence to understand the affinity, past interactions, recommend next best experiences, Success/Impact of interactions, channel impact related to Sales performance and affiliations
- **AI Self-Learning technology** to anticipate and deliver NBX/suggestions
- **Life Sciences compliant solution** ensured through user access controls and privacy governance
- **Ownership** of data, business rules, and processing logic
- The ability to **customize** and respond to business needs

Axtria CustomerIQ™

Axtria CustomerIQ™ is the most advanced omnichannel driven customer engagement solution for life sciences that enables personalized interactions, at scale, across Life Sciences customers to optimize commercial activity.

CustomerIQ's, superior NBX decision and orchestration engines are driven by a self-learning AI/ML engine and clean, trusted, diverse data sets that provide every facet of information needed to ensure effective engagement recommendations, complemented by a holistic understanding of the customer's journey.

Axtria CustomerIQ™ Differentiators



Axtria CustomerIQ™ Business Benefits

Personalized Customer Interaction	<ul style="list-style-type: none">• NBX recommendations leverages disparate data sets to optimize customer engagement channels• Improve customer satisfaction to ensure your organization is the preferred therapy provider• AI/ML algorithms learn from each customer interaction to refine future engagements
Improved ROI And Commercial Success	<ul style="list-style-type: none">• Enhance brand stickiness by intuitively addressing provider needs• Top-line uplift by identifying the highest-impact omnichannel interaction mix for each customer• Engagements that help providers improve patient value increases economic activity
Scalability and Integration	<ul style="list-style-type: none">• Integration with downstream CRM systems drive seamless omni-channel execution• Scale your commercial activity without increasing headcount• Modern SaaS technology that grows with your business



Axtria CustomerIQ™ Process Architecture

Superior Customer Engagement Support



GATHER

Assemble key data for omni-channel engagement from Finance, Sales, Claims, Payer, Digital Interactions, Customer Data, Field Interactions, and Social / Digital data sets



DESIGN

Design comprehensive NBX approach for effective customer engagements



MODEL DEVELOPMENT

NBX analytic model development and recommendation generation



ORCHESTRATION

Prioritize and filter NBX recommendations to fit business needs on the ground and drive omni-channel execution



MONITOR

Track effectiveness of NBX recommendations



PUBLISH

Publish final recommendation to downstream CRM, marketing automation, campaign management and customer management systems for consumption by customer facing persona



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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.