

Keeping Up with AI

6 Trends Transforming Commercial Life Sciences in 2020

Read the entire blog post at www.bit.ly/AI2020Trends



Omnichannel, Once and For All

Multi-channel customer journeys have the greatest AI impact in supporting commercial teams according to a recent survey we fielded at an industry event. AI analyzes and optimizes the performance of every channel, making omni channel a reality and not just a buzzword.



37%

of tasks can be automated by AI-based systems

Empowering the Intelligent Rep

According to Brookings, over 37% of tasks carried out by technical sales reps can be automated by AI-based systems, however this does not mean the rep will be replaced anytime soon. Both technology and human insights are necessary for reps to create a cohesive and personalized experience for customers.



Moving Beyond CRM

Although the CRM platform remains the foundation behind many customer engagement efforts, it leaves much to be desired as an intelligent user interface for field users. Life sciences organizations are utilizing communication tools that match existing user behavior.



Technical agility has a direct impact on business performance and customer satisfaction

Increased Operational Resourcing

Life sciences companies are resourcing initiatives with global, dedicated teams. One customer has increased their intelligent engagement team from 5 to 60 employees in the last year alone with plans to grow to more than 100 in 2020.



Global from the Get-Go

Companies are no longer launching in siloes. At Aktana, we're seeing more companies build multi-brand, multi-region programs from the start than we did just two years ago.



“At Aktana, we're seeing more companies build multi-brand, multi-region programs from the start than we did just two years ago.”

AKTANA

Improved Predictability

As more companies implement AI in 2020, improved predictability will be found in many different places. A data framework to describe the physician's perception and adoption journey will become the standard. Additionally, marketing can leverage predictions to quickly gather information for campaigns and adjust to improve customer journeys.



AI in the commercial process will fully take root in 2020.

From effective task targeting to global resourcing to change management, the organizational investment is fully underway. How AI is deployed, measured and optimized will determine what the near future looks like and how quickly we derive the benefits.