

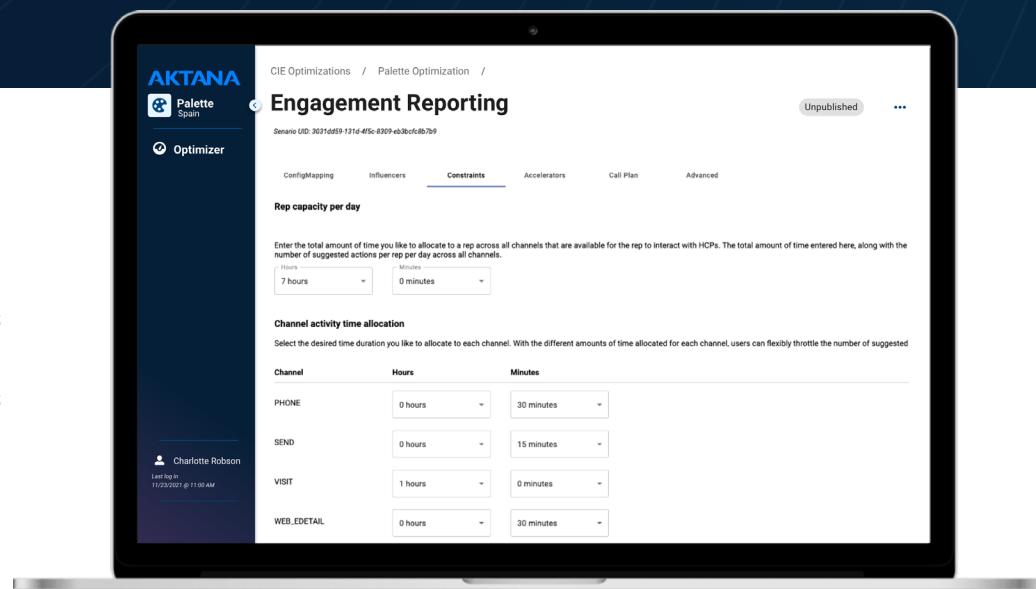
Contextual Intelligence Engine

Coordinate and optimize personalized, omnichannel experiences for every physician you need to reach

Layering artificial intelligence with human insight, the Contextual Intelligence Engine pulls out the critical context from every data source and past engagement to make the interactions that follow more relevant, responsive and effective. Aktana's AI-powered optimization engine finds the best combination of all possible actions—in all channels, by all members of commercial and medical teams—to create compelling experiences for every physician.

Built for omnichannel

Designed to navigate the realities of an omnichannel commercial model, Aktana's Contextual Intelligence Engine optimizes across products, channels and customers to balance optimal customer experience with smart resource use throughout the commercial process.



Define what “optimal” means for your brand

Make granular refinements to the accelerators, influencers and channel constraints driving your optimization strategy with an easy-to-use Optimization UI.



Optimize across push & pull strategies

Deliver a personalized customer experience—no matter who initiates the interaction—with cross-channel optimization that works across push and pull marketing strategies.



Enrich every interaction with critical context

Extract insights from each account's full interaction history to ensure next-best-action suggestions are always relevant and accompanied by clear context.



Transparent AI

Unlike black-box solutions, the Contextual Intelligence Engine allows users to review the total and component scores for each potential recommendation—including alternatives that weren't published to the user's workflow—resulting in higher user confidence and long-term adherence.



Build user trust

Pair recommendations with plain-language explanations that help users understand the "why" behind AI-generated suggestions.



Test before you deploy

Anticipate the impact of AI before you deploy to scale with A/B testing and explainability reports that clearly link configurations with outcomes.



Trace the end-to-end process

Demystify the optimization process with reports that illustrate the assumptions and constraints being used, how suggestions are prioritized and expected ROI.

AI-driven optimization

Deliver a better HCP experience by considering trade-offs across products, channels and customers to find the best combination from all possible actions.



Weigh all variables

Balance expected impact with execution feasibility and resource spend to strategically identify the most high-value actions.



Avoid unrealistic suggestions

Ensure suggestions work in the real world with a balanced, dynamic approach between machine learning and expert guidance.



Consider short- and long-term goals

Optimize for short-term campaign execution and long-term engagement strategies simultaneously.



Flexible data models

Process data, rules, models and campaigns of any size or source—including internal analytic models—for actionable intelligence informed by a complete picture of each HCP



Configure OOTB models

Quickly tailor configurable models for Action Impact, Channel Propensity, HCP Value, Timing Adjustments and Success Probability that drive Aktana's modular optimization approach.



Empower internal teams

Integrate and deploy analytical and machine learning inputs built by your in-house team with Aktana's models for a best-of-both-worlds approach that leverages the work you've already done.



Make changes easily

Empower non-data scientists to set up and maintain use cases, real-world guardrails, recommendation text and other AI configurations with an intuitive user interface.

Create, manage and optimize AI-driven engagement strategies.

Contact our team to see what Aktana can do for you.

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