AKTANA

Aktana Copilot

Aktana Copilot, a cutting-edge addition to Aktana's suite of solutions, introduces an innovative AI assistant tailored for life sciences field users. Specifically crafted to cater to the unique requirements of customer-facing teams and MSLs, Copilot empowers users by placing market & HCP intelligence at their fingertips precisely when they need it.

Real-time intelligent insights & nudges on mobile

Field teams empowered with real-time, intelligent nudges on mobile devices for streamlined call planning, enhancing coordination and personalized HCP engagement

Pervasive and on-demand recommendations

Field teams benefit from customizable, omnichannel actions embedded with each delivery, driven by conversational AI, ensuring instant actionability and personalized recommendations

Richer engagement data to improve AI recommendations

Enhanced customer data fuels Aktana AI for personalized recommendations, speeding up both conversation relevancy and campaign performance
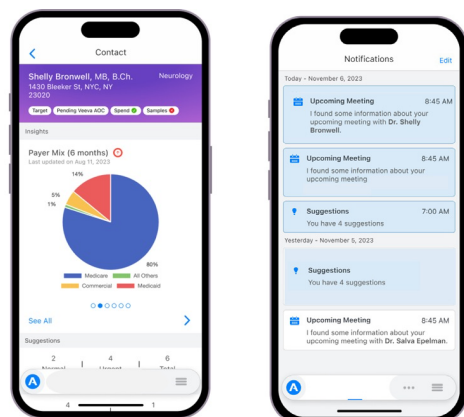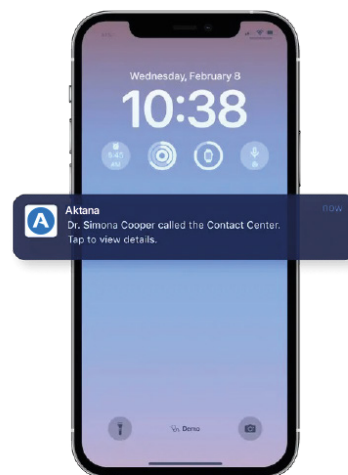
Key Offerings

- Push curated insights for pre-call planning

- Insights from all systems and suggestions surfaced proactively as bite-sized nudges

- Integrated to personal productivity tools (calendar, tasks, reminders, address book)

- Unified experience across every device

- Geo-locating

- Deep engagement analytics on delivery, views, and actions for every insight providing a feedback loop

Key Benefits

- Higher percentage of insights viewed and acted upon

- High correlation between usage & representative performance

- Increase in the number of field insights captured per month

- Single pane of glass - No longer searching multiple systems to gather key information

- Reduced administrative burden

- Bi-directional syncing makes daily workflows frictionless

- Calendar integration

Real-time delivery of suggestions and insights on mobile phone, including nudges and actionability

- Insights and suggestions surfaced proactively as bite-sized nudges to support better customer experiences

- Delivered contextually based on pre-defined triggers, upcoming meetings, and user location

Pervasive, on-demand intelligence throughout call and pre-call planning workflows, with AI Assistant

- Recommendations presented through conversational AI throughout the user experience saving valuable time that can be repurposed for HCP relationship-building

- Customizable, omnichannel actions embedded with each delivery, for instant actionability

Richer engagement data to contextualize and improve intelligence

- Capture richer and more tailored engagement data which enables Aktana AI to produce more contextual and effective recommendations for users to have better conversations.

- The dynamic feedback loop improves time-to-value because as the speed in which recommendations improve accelerates, so too does campaign performance.

Empower ield teams with real-time, on-demand insights on their mobiles using a conversational AI assistant and richer engagement data

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

www.aktana.com   1.888.707.3125   sales@aktana.com