A GUIDE TO EXCELLENCE
In Next Best Action (NBA)

13 BEST PRACTICES
to Unlock Superior Customer Connections with AI

We've gathered these practical, field-tested best practices from more than 350 active NBA deployments, representing many of the top 20 pharma companies globally. When implemented across each phase of the NBA deployment process, companies in the pharmaceutical and life sciences industries can maximize the impact of every interaction.

PRE-PROGRAM: Set Yourself Up for Success

1 **Get Executive Commitment & Sponsorship:** It's important to understand and address the diverse needs and expectations of these groups to develop engagement strategies that foster unified commitment. This unity is crucial for effectively advancing the initiative and realizing its goals.

2 **Conduct In-Depth Stakeholder Analysis:** Understand the varying needs and expectations of the leadership team and tailor engagement strategies accordingly.

3 **Outline What Success Looks Like:** Determine the need for a pilot and align specific, realistic NBA program targets with business objectives. This enables you to regularly track and report progress to highlight the program's impact and initiate behavior changes early to drive success.

DESIGN: Create a User-Centric Framework

4 **Create User-Centric Design Workshops:** Once you have alignment and commitment, conduct interactive, design-thinking workshops with end-users to co-create NBA solutions, fostering a deeper sense of ownership and alignment.

5 **Build a Cross-Functional Governance Model:** Clearly define roles and responsibilities in sales, marketing, IT, digital, and analytics. Implement regular operational reviews (biweekly or monthly) and quarterly strategic reviews to update brand strategies and adjust NBA use cases as needed.

6 **Select an Impactful Champion:** Identify and empower a champion, not just based on enthusiasm but also on their influence and network within the organization, equipping them with resources to advocate effectively for NBA adoption. Recognize and reward these local champions and trainers.

LAUNCH: Execute with Precision

7 **Invest in Bespoke Training Programs:** Customize training to different user groups, using real-life scenarios to demonstrate the tangible benefits of NBA and help facilitate adoption. Update training materials regularly with new enhancements and capabilities, and build simplified training into the end user's help guides or UI.

8 **Incentivize and Gamify:** Publish leaderboards to promote friendly competition by recognizing top performers, champions, and trainers. Build NBA performance into incentive compensation to align efforts with tangible rewards and encourage a culture of excellence.

POST LAUNCH: Agile Adaptation and Adoption

9 **Build Real-Time Feedback Mechanisms:** Use advanced analytics and feedback tools to get instant updates on how well users are adopting the system and how customers are responding. This allows for quick tweaks to your strategies as needed.

10 **Establish a Rapid Prototyping and Iteration Process:** Continuously refine NBA suggestions and insights based on user feedback.

11 **Provide Proactive Communication and Support:** Set up dedicated communication channels and strong support systems. Regularly gather user opinions through Field Satisfaction surveys to understand their experience. Highlight the benefits of NBA with real-life success stories and internal case studies.

EVOLUTION: Sustained Growth

12 **Host Monthly Scalability Workshops:** Share successes to learn from what works best and regularly evaluate how to grow into new areas or customer segments. Use a framework that accounts for regional insights, market dynamics, and customer behaviors to encourage faster, more agile decision-making.

13 **Promote a Continuous Learning Culture:** Create a culture of continuous learning and adaptation, encouraging teams to stay updated with the latest in AI, data analytics, and customer engagement trends.

Take Your NBA Program to the Next Level

Aktana's AI-driven next-best-action platform seamlessly integrates with all key data sources and tools in your life sciences tech stack, transforming extensive data into clear, contextual recommendations. This precision helps you engage healthcare providers effectively at crucial moments, leading to improved outcomes and a tangible increase in ROI.

Learn more about Aktana's approach to NBA at aktana.com