

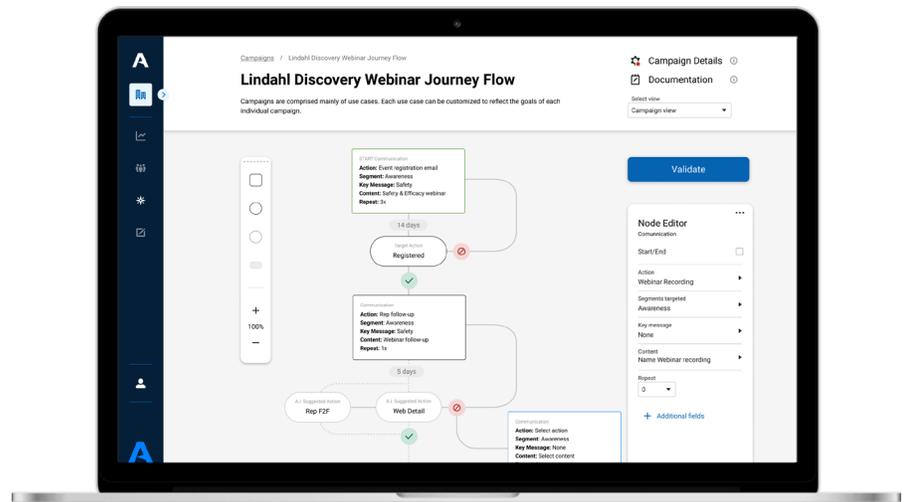
Customer Journey Management

Quickly strategize, create and deploy compelling programs that build brand loyalty

Aktana Customer Journey Management pairs an intuitive journey-building tool with the industry's largest library of micro-journey templates to radically reduce time to value for new Next Best Action programs and drive alignment between sales and marketing teams.

Customer Journey Creator

Manage the full range of Aktana's omnichannel capabilities with one intuitive interface. With simple workflow widgets, users can quickly configure engaging sequences for short-term engagements, like event follow-up, and long-term strategic goals, like moving customers up the adoption ladder.



Deploy quickly

Build workflows using simple widgets for actions, decision points and time delays



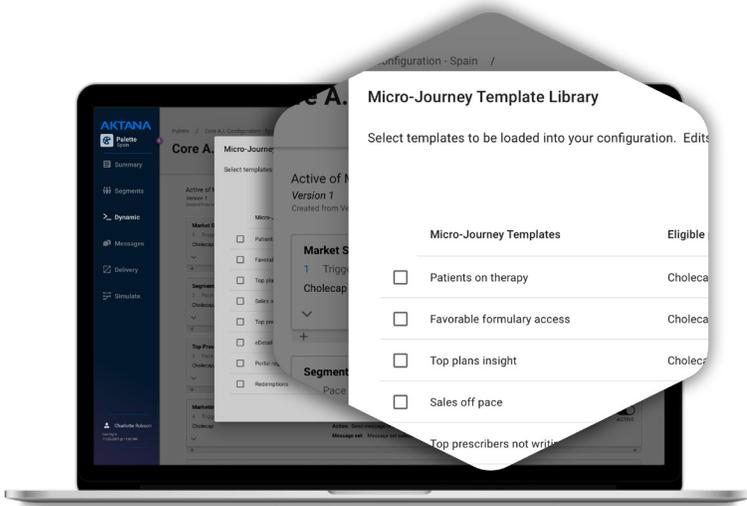
Create conditional campaigns

Outline sequential journey steps dictated by the results of previous actions



Leverage all channels

Manage the full range of Aktana's omnichannel capabilities from one place



Micro-Journey Template Library

Construct complex customer journeys using the industry's largest library of domain-specific templates. From gathering consent to ensuring commercial and medical teams stay in sync, the growing collection includes more than 50 pre-defined customer experiences and commercial workflows covering both proactive and reactive engagement.



Build on experience

Leverage 10+ years of best practices across therapeutic areas and regions



Start ASAP

Get started quickly and refine use cases as needed with configurable templates



Own your library

Define a proprietary use case library, based on their data model, for rapid regional or global deployment

COMMUNICATION



Team Coordination

Help team members maintain an overview of their colleagues' activities (e.g. MSL)



Plan Interactions

Stay "on pace" with F2F and virtual interactions, depending on market environment and HCP preferences



Consent

Ask team members to confirm if consent has been properly collected or provide steps to collect privacy data consent

OPERATIONAL



Email

Drive approved email usage and maximize the use of email within the channel mix



Events

Manage events details like invitations and follow up



Messaging

Surface strategic key messages and suggest specific sequences of content based on HCP segmentation and dynamic conditions

BRAND



Market Awareness

Identify HCPs where key market data trends have occurred



Digital

Prioritize HCPs who have been targeted with MCM or have recently engaged with the web portal

Carry out complex customer journeys driven by a consolidated commercial strategy.

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

www.aktana.com 1.888.707.3125 sales@aktana.com