

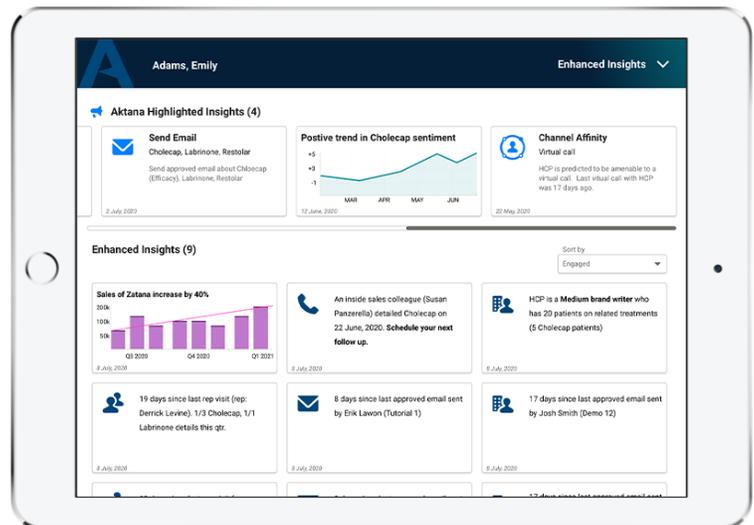
Empower sales with configurable, actionable insights from Aktana Contextual Intelligence + Veeva CRM MyInsights

Aktana Contextual Intelligence helps reps and district managers be more effective by connecting them to the right information when they need it. Much like we've done with CRM Suggestions, Aktana Contextual Intelligence focuses on synthesis, combing through the many reports, tools and apps that exist within MyInsights to bring only the most pertinent information to the surface. Actionable and easily personalized for each user, enhanced insights can be configured to meet each brand's needs with a visual, zero-code editor.

ENHANCED INSIGHTS

Unlock a more powerful way to pre-call plan

Powered by the same strategy-driven synthesis reps already trust to extract the most relevant information for each HCP with CRM Suggestions, this report delivers actionable pre-call planning insights with additional context and visualization to efficiently engage reps in a more impactful way.



Address dynamically prioritized, visual insights

Designed to emphasize key information and intelligence, enhanced insights are both highly visual and dynamically generated to accurately reflect each brand's current priorities.



Drill down for deeper insights

In addition to engaging with enhanced insights at a high level, reps can quickly access more detailed information about any insight, which may come from external sources and Veeva CRM. Filter by priority, brand, or date to surface the most relevant insights.



Configure and preview

Aktana's Contextual Intelligence platform enables brands to account for the nuances of insights that will be surfaced to reps, preview the output, and make any necessary adjustments.

SUGGESTIONS



REP DASHBOARD

Drive engagement with a user-friendly rep dashboard

Empower reps with a near real-time dashboard that provides the high-level visibility and insight needed to track goals and deliver a comprehensive yet concise overview of territory activity.

Gain perspective

Which events trigger suggestions most often? How many suggestions within the workflow are new? Arm reps with a bird's-eye view of territory trends to help them make smarter decisions informed by the collective experience of their team.

Learn what works

When reps know how suggestions have performed in the past, they engage. See how teams have historically engaged with similar suggestions, and with a single click of a button, learn what the impact on goal attainment was as a result.

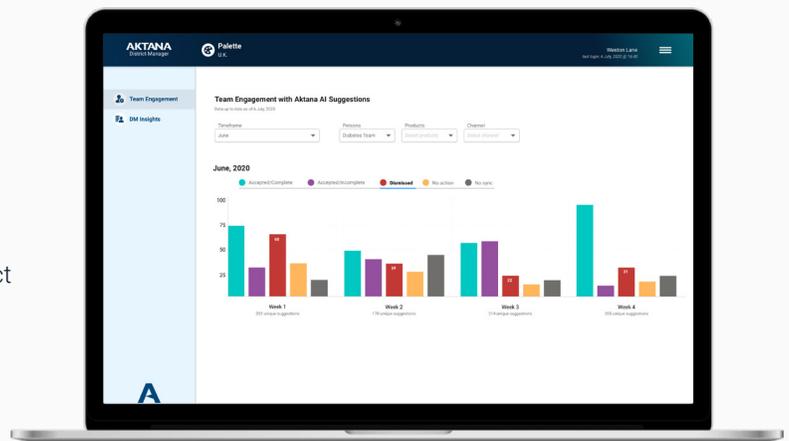
Deliver real-time feedback

Place key operational and sales KPIs within easy reach so reps can quickly track their progress and communicate suggestion preferences back to the Contextual Intelligence Engine.

DISTRICT MANAGER DASHBOARD

Empower district managers with actionable coaching insights

With real-time access to key metrics for their teams, district managers can leverage Aktana Contextual Intelligence's actionable insights to improve strategy and drive behavior change at any level— without waiting on monthly reports.



Analyze rep engagement

With the ability to analyze engagement at the team and individual levels, district managers have the visibility needed to draw connections between behavior and performance. The dashboard reliably provides district managers the insights they need to inform HQ on their team's execution of brand strategy.

Highlight coaching opportunities

Armed with this greater level of visibility, DMs can easily identify coaching opportunities and communicate strategic insights back to brand managers or HQ.

Take action

Without leaving the CRM, DMs can respond to dashboard recommendations and insights by adjusting suggestion priority, sending notifications to reps, making micro-adjustments to Aktana's configuration and more.

Smart synthesis changes everything.

Ask our team how adding Aktana Contextual Intelligence can help you take full advantage of Veeva CRM MyInsights—and your time—today.

AKTANA

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Veeva CRM MyInsights
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