

Success Stories

Next Best Action for **Global Healthcare Company**

CHALLENGE

How can we define the set of “Next Best Actions” for sales representatives to increase doctor engagement with the brand?

APPROACH

Developed a Machine Learning model to recommend actions for the Sales and Marketing teams to positively influence prescriptions by the targeted HCPs.

SOLUTION

A machine learning algorithm integrated with the CRM platform maps Sales Rep activities and Doctor profiles to generate an actionable list for sales reps.

The data is fed into the CRM application, and no additional training is needed since the sales team continues using the same platform and same operating rhythm.

Results

~15% market share increase

Approximately 20% of cost reduction of the sales team in three product lines in specific regions

