

Tact.ai Helps Global Pharma Leader Boost Productivity for Reps, Even During a Pandemic

A top three global pharmaceuticals firm was beginning a worldwide rollout of Tact.ai's human-friendly CRM tools in the Spring of 2020 just as something else went worldwide – the coronavirus pandemic.



The public health crisis both disrupted and accelerated those plans.

The firm's goal was to use Tact Assistant -- an AI-powered virtual assistant that serves as a unified front-end for all of their field-facing tools -- to help pharmaceutical reps plan and document visits with doctors most efficiently. The pandemic hit when one country had recently onboarded all its business franchises on Tact and has multiple countries on the verge of rolling it out. Now there would be fewer in-person meetings, as healthcare facilities closed their doors to non-essential visitors. Faced with this new reality, Tact was able to quickly add support for remote meetings with automatic call logging.

Now, instead of using multiple devices and data sheets, representatives had all their information in the Tact app. And when they call from their mobile phone, the Tact Assistant prompts them to detail the outcome of that phone meeting and plan their next steps. This was just the latest example of Tact.ai using AI to make the right combination of productivity and collaboration tools proactively available in the context of the sales, marketing and finance workflow.

Improving planning, follow up, and overall effectiveness is what attracted the company to Tact in the first place.

Software that makes it easier to do the right thing

While pharma companies have traditionally been late adopters of next generation technology outside of the laboratory, this Fortune 100 customer is actively investigating productive uses of AI across its entire product lifecycle. Tact.ai was a good fit with its conversational AI capabilities enabling reps to transcribe spoken notes and interactively respond to voice commands, rather than making people type on their phones. Smart 'nudges' provided by the Tact Assistant at the right times was another important factor. "Having a virtual assistant on your phone makes it easier to do everything right," one rep told us.

Follow up tasks can be captured immediately, and richer data capture feeds better analytics not only for management's purposes but for the representative's own use. The quality and timeliness of that information proved to be a powerful incentive for reps to adopt Tact on their own initiative.

The pandemic-driven transformation of physician contact is an extreme version of a familiar challenge for the pharma industry.

How Pharma is Different

Despite the many shifts in healthcare landscape over the past years, the physician still remains one of the most powerful influencer in the healthcare value and decision-making chain.

Even in the absence of a public health emergency, getting time with a physician to detail the unique value of medicines and medical products is very difficult. Not only are doctors extremely busy but institutional access restrictions for reps continue to expand.

That means a rep must maximize the value of any contact with a doctor, either in person or remote. Proper planning and follow up makes an enormous difference.

With the addition of Tact, management saw the number of calls planned in advance increased from 12% to more than 50%. The number of call records documented with meaningful information ballooned from 60% to 92%. As one sales leader said, "The simplicity of being able to view next call objectives and planning more confidently is going to save the reps a lot more time."

50%

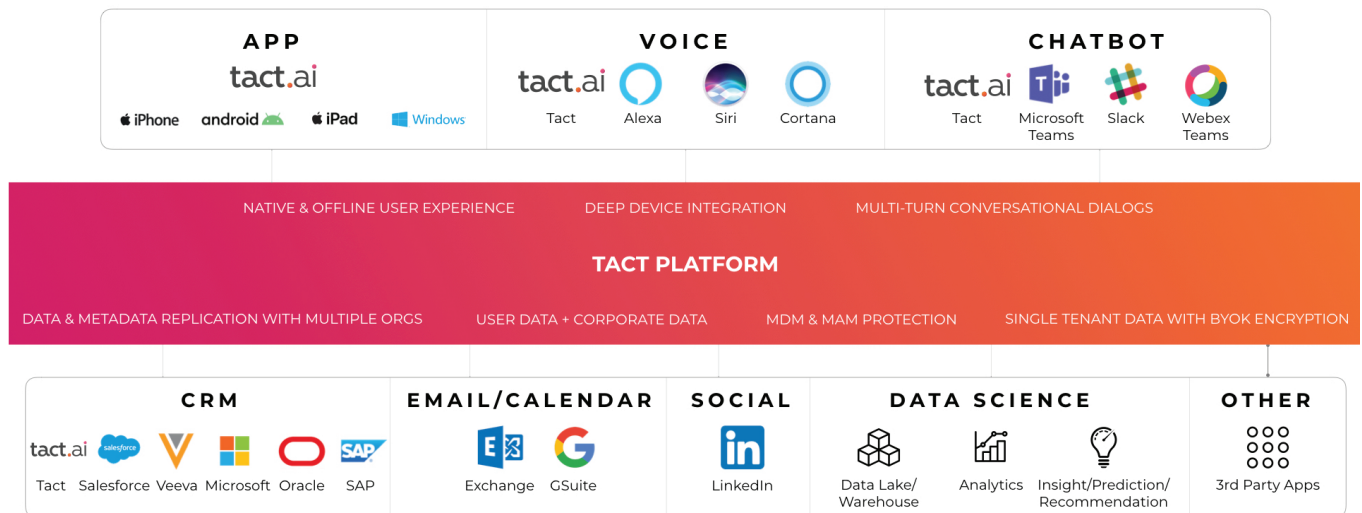
increase in sales call plans recorded in advance

92%

more calls records documented

Tailoring the Tact Edge AI platform to the pharma industry

Despite pouring millions of dollars in adopting CRM systems specially designed to adapt to their business processes, Pharma companies continue to see limited usage of these system, affecting the inputs quality from their reps. Among the challenges, reps continue to struggle through the outdated 'form filling' user experience, constant need for manual syncing, lack of real insights, and features that make them ask themselves, "what's in it for me?"



Seen as an upgrade and complimentary enhancement to these CRM systems, Tact stood out by offering streamlined access to just the information and insights representatives would want to be able to see on their phones and iPads. Rather than making them hunt throughout various systems like CRM, or even their calendars, email and other sources, Tact Assistant surfaces them in form of prescriptive nudges based on context into 1) the doctor 2) the rep's calendar and location 3) sale and marketing insights sent to each rep

By simplifying data entry and pushing intelligence, Tact lets a rep capture the most critical details of a meeting in the moment of most clarity – within the golden five minutes. Data is synced throughout the day automatically, whenever a Wi-Fi or cellular signal is available. That means representatives always have the most up-to-date information when walking into a meeting or getting a physician on the phone or in a virtual meeting, even working offline as well.

In short, tasks best performed on the phone are optimized for the phone, while those that require a large screen and full keyboard are optimized for the iPad or desktop — but its work from anywhere-first design means Tact never tries to cram a desktop experience into a phone.

As telehealth and digital interactions become more commonplace in healthcare, Tact solutions will play a larger role in HCP interactions. Use of hands-free technologies like voice and voice notes can not only help reps become more effective, but exploration around such features are underway for HCP and patient outreach and engagement. In addition, Tact.ai continues to refine its tools for better coordination between pharma reps and colleagues who play different roles, such as Medical Science Liaisons, Key Account Managers, and marketing team members who may be contacting physicians via other promotional channels.

Pharmaceuticals companies are demanding customers, but by welcoming the challenge Tact.ai is building smarter CRM tools for all its most demanding customers.