

Sales & Commercial Operations

Pharma Company Uses WhizAI to Increase Market Share within 3 Months

WhizAI delivers instant cognitive insights to commercial teams, reducing reliance on IT, improving productivity, and identifying threats more quickly.

Overview:

Our client is a multibillion-dollar specialty pharmaceutical company focused on improving outcomes for patients with severe and critical conditions. With massive quantities of data from various sources, they regularly spent excessive time, money and resources sifting through complex reports and dashboards to generate insights.

Challenges:

After spending millions on a cloud solution based on Qlik and Amazon RedShift for sales insights, the company still had extremely low adoption rates by their sales reps. The reps complained that the dashboards were too difficult to navigate, required reauthentication even while in the office network, and were not usable while on the road.

We implemented WhizAI within a span of 6 weeks for 3000+ users. Now field reps, home office and the executive management have on-demand access to insights and analytics. We saw a 100% adoption among all the users even after one year since rollout. Everyone easily incorporated

WhizAI into their workflows and started leveraging insights to help them target hot physicians/ prospects, prioritize hospitals to visit, monitor product performance, and understand the competitive landscape.

Benefits and Business Impact:

60 % reduction in dependency on IT as our visualization AI creates charts, graphs, and dashboards on-demand

5X improved productivity as no time is spent on accessing information and software training

Early identification of threats for faster response with ML algorithms automatically surfacing insights and anomalies

Increase in market share within 3 months as the home office focused more on strategic decisions with intelligence at their fingertips

50% reduction in TCO with reduced dependency on expensive programming resources and operational spends.