

# Strengthen customer engagement with personalized insights

ZAIDYN™ Field Insights



## Equip your team with AI-powered outreach

Successful sales are built on meaningful engagement. ZAIDYN Field Insights enables field representatives and medical sales liaisons to connect with the right healthcare professionals (HCPs) in the right way and at the right time.

Leveraging generative AI and advanced algorithms to provide detailed insights into HCP needs and preferences, ZAIDYN Field Insights enables field reps to:

- Engage in relevant interactions, driven by personalized suggestions and predictive insights
- Adjust call plans and routes on the fly
- Measure the effectiveness of their sales efforts to make informed, strategic decisions

## Developing cutting-edge sales strategies with data-driven insights

With ZAIDYN Field Insights, field reps leverage omnichannel next best actions, AI-powered dynamic targeting and seamless integration with third-party tools and CRMs to achieve:

**15%-30%**

Sales lift

**15%-40%**

Increase in customer engagement

### UCB reinvents sales targeting with ZAIDYN

Global biopharmaceutical company UCB transformed their sales strategies with dynamic sales targeting, enabled by ZAIDYN. [Read the case study.](#)

## Key features



Gen AI-powered chat



Call plan scheduling



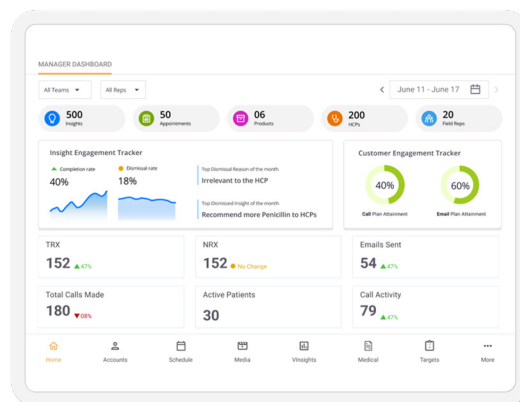
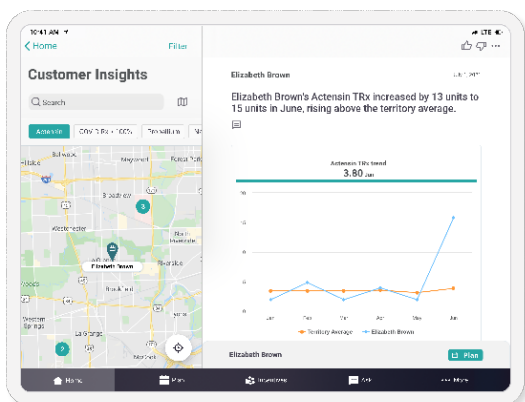
Customer summary access



Dedicated manager view

## Our technology

ZAIDYN Field Insights delivers consistently relevant, personalized insights on an accessible, flexible and dynamic interface.



### Sales strategy insights

- Effective field rep coaching with KPI tracking
- Aligned customer engagement and brand strategy with data-driven engagement suggestions
- Improved sales decisions through comprehensive activity tracking

Learn more: [www.zaidyn.com/customer](http://www.zaidyn.com/customer)

### About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and tech products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS has more than 13,000 employees in 35 offices worldwide. To learn more, visit [www.zs.com](http://www.zs.com) or follow us on LinkedIn.



### AI-driven proactive chat assistant

- Gets better with each interaction by retaining historical query context and user preferences
- Provides concise and timely answers to field and medical teams' questions
- Reduces manual interpretation and deduction of insights across data points

### Comprehensive customer engagement prep

- Predictive and reactive insights on specific providers within field reps' territories that enable action prioritization
- Evidence-backed prescribing behaviors and regional trends at the segment, specialty and geographic levels
- Focused customer interactions through pre-populated call planning parameters