



Define, drive and strengthen customer relationships

ZAIDYN™ Orchestration Engine



Boost your brand with a seamless customer experience

Pharmaceutical organizations often struggle to implement communication strategies that support ongoing relationships with healthcare providers (HCPs).

By empowering marketing and field teams to deliver pertinent content to the right HCPs when they need it, Zaidyn Orchestration Engine enables an optimal, seamless and personalized customer experience. Backed by decades of industry experience and powerful AI algorithms, Zaidyn Orchestration Engine helps marketing and field teams:

- Coordinate communication efforts to deliver pertinent content
- More efficiently interact with the appropriate HCPs, boosting sales
- Suggest the next best action across communication channels
- Automate content management for seamless delivery

Creating real-world impact

Marketing and sales teams leverage AI-powered algorithms like Omnichannel Next Best Actions, content personalization and dynamic targeting to achieve:

5%-10% brand lift

15%-30% sales lift

15%-40% increase in customer engagement

ZAIDYN enables actionable insights for field and marketing

Boehringer Ingelheim wanted to orchestrate customer journeys by understanding their needs and preferences to better empower their teams. Zaidyn helped them transform their customer engagement approach with capabilities like Omnichannel Next Best Actions, which automates digital and personal engagement suggestions. [Read the case study.](#)

Impact where it matters.®

Key features



Omnichannel sequencing and orchestration



Predictive insights using dynamic targeting



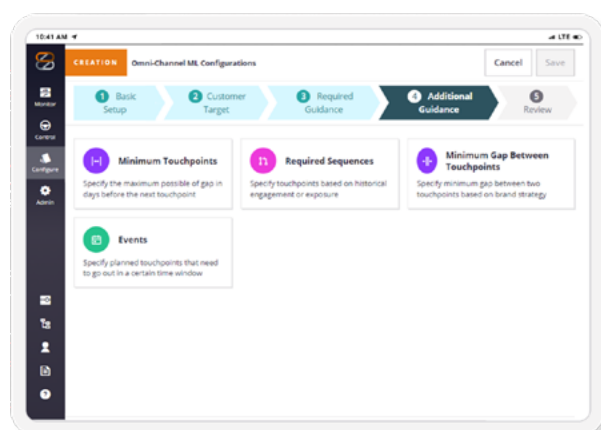
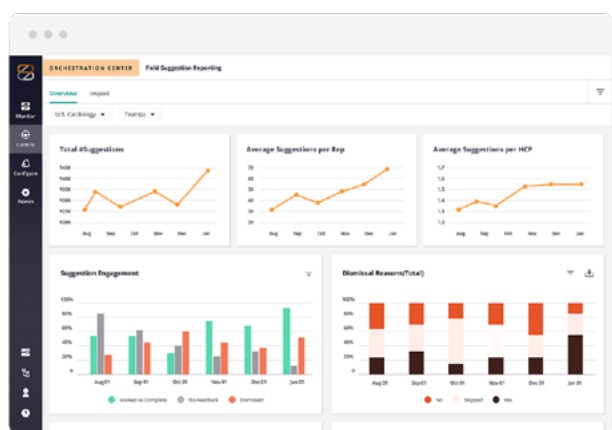
Content hyper-personalization



Intuitive performance reporting

Our technology

ZAIDYN Orchestration Engine empowers marketing and field teams with the next best actions and personalized insights tailored to each HCP's preferences and needs.



Leverage pre-built analytics

- Give commercial leaders insights into performance
- Establish next best actions that relate to both field and marketing teams
- Track the utilization and adoption of suggestions and recommendations by field and marketing teams

Set business rules to your needs

- Set custom rules to automate field suggestions and optimize marketing actions
- Align your brand strategy with AI models that take the guesswork out of implementation
- Enable your data scientists to train algorithms for business-specific insights

Learn more: 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 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 or follow us on LinkedIn.

