

# Transform your commercial team with personalized insights

ZAIDYN™ Customer Engagement



## Deliver a customer-centric pharma experience

In life sciences, competition is fierce and the market is constantly evolving, making it harder to meet healthcare professionals face-to-face and understand their preferences. To improve engagement, a more personalized, efficient, omnichannel approach is needed.

ZAIDYN™ Customer Engagement empowers you to improve sales, medical and marketing effectiveness while personalizing customer engagement and driving therapy adoption.

Customer Engagement offers:

- Orchestrated digital and personal tactics designed to deliver a customer-centric experience
- Personalized insights and suggestions for field force effectiveness
- AI-driven next best actions for marketing and field teams to reach the right HCPs.

## Creating real-world impact

With AI-driven personalized and omnichannel capabilities, Customer Engagement helps commercial teams achieve:

**15%-40%**

Increases in customer engagement

**15%-30%**

Sales lifts

### UCB's path to better customer insights

UCB innovated by teaming up with ZS to use ZAIDYN to improve engagement between field employees and HCPs with dynamic targeting, which gives its field team a nuanced portrait of individual HCPs, ultimately empowering them to enhance patient value and impact.

[Read the story](#)

## Key features



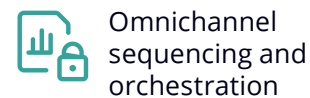
Dynamic call planning and tracking



Content personalization



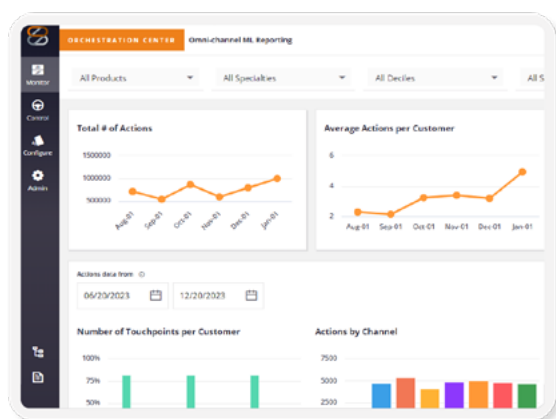
AI-powered predictive insights



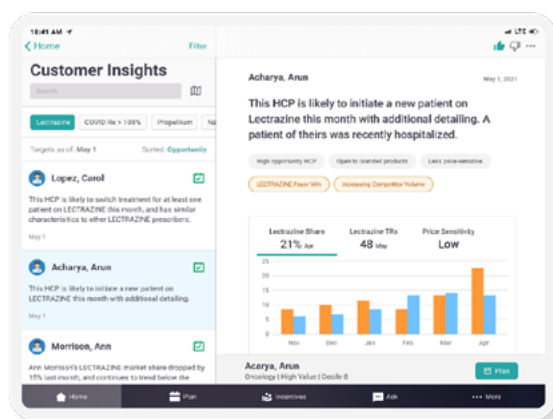
Omnichannel sequencing and orchestration

## Our solutions

Zaidyn Customer Engagement combines leading technologies with ZS's deep domain expertise to dramatically improve engagement with healthcare professionals.



*Orchestration Engine*



*Field Insights*

### Orchestration engine

- Enable omnichannel engagement by feeding next best actions into field-facing applications and marketing automation tools
- Empower sales, medical and marketing teams by surfacing timely and personalized suggestions

### Field activation

- Leverage one-click appointment planning and real-time call plan progression for smarter engagement
- Provide detailed insights to help field and medical teams save time on research and focus on building relationships

### Omnichannel next best actions

- Give field teams real-time and tailored insights to reach the right healthcare professional at the right time
- Harmonize data and guide marketing teams to find the right rhythm for HCP outreach across brands, channels and messaging

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 products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. ZS has more than 13,000 employees in 35 offices worldwide.

