



Create meaningful sales force and customer interactions

Today's Healthcare Providers (HCPs) live in a multichannel world, overburdened by inputs from various stakeholders, the demands of increasing regulation and the constraints of a limited budget. Life sciences companies can better support HCPs in the care of their patients by providing the best, most timely and valued information through well designed, meaningful conversations.

Nexus Mobile Intelligence (Nexus MI) provides both unrivaled CRM capabilities and innovative multichannel engagement solutions to help you reach the right customers across the right channels to deliver the right message.



Understand your audience

Nexus MI's Integrated Customer Digital Profile with channel preferences increases the understanding of customers' interaction preferences. This allows customer contact points including call centers, compliant field e-mails, congress organization, sampling, and promotional materials to be optimized through actionable remote or face-to-face CLM and one-to-one dialogues.



Facilitate collaboration

Simplify daily operations by empowering sales and marketing teams with easy-to-use, built-in capabilities that help them serve as trusted advisors, who deliver valued information during every conversation. By using one, single platform with the most complete set of channels available in a single engagement system, customer interactions are made more efficient and can be easily refined over time.



Increase productivity

Nexus MI can be seamlessly integrated with other systems, providing the dynamic flexibility required to meet unique and changing business needs. And, TCO can be reduced with well supported IT and services options that empower sales representatives, Medical Science Liaisons (MSLs), Key Account Managers (KAMs), managed market teams, and customer service and marketing professionals with role-specific access to customer data.

Nexus MI is changing the way life sciences companies communicate and serve HCPs by creating a personalized customer experience through the understanding of customer needs and interaction preferences.

Key Features:

Multichannel

Support for remote and face-to-face interactions including events, CLM, field compliant emails, sample drops, and contact center customer engagements.

Collaborative workspace

Integrated with Yammer and Lync.

Always available

Online and offline for tablets, PCs and smartphones.

Best-in-class customer data management

Complete and always up-to-date.

Targeting and segmentation

Personalized conversations with flexible, adaptable tools to provide HCPs with only the resources they seek.

Out-of-the-box, real-time scorecards

Monitor results and proactively adapt your strategy.

Compliance-ready

Customer data privacy, sample management, cloud security.

Five steps to make the most of every conversation:

1. Determine the best level of engagement with each HCP
2. Prioritize HCPs in sales territories based on interaction preferences, interests, and activities
3. Determine each HCP's preferred channels
4. Understand customer interests and needs
5. Evaluate the effectiveness of materials and messages

