



WhizAI Field Analytics System Puts Sales Reps at the Center of the Analytics Process

Fastest Time to Insights

CLIENT

Leading Specialty Pharmaceutical Company

Expertise

Research and development, clinical, manufacturing and commercial

Treatment Areas

Oncology, critical care, and orphan diseases

Problem

The analysis and insights process was spreadsheet-based and didn't support quick decision making

Spreadsheets were from multiple sources and didn't offer a single source of truth

Lack of sufficient IT and data engineering in the organization to support the field with analytics insights

Solution

Platform

WhizAI Augmented Consumer Platform

Implementation

3 weeks

Use Case

Field Analytics

Users

Field sales reps both at a national and regional level

Data

Salesforce, 3rd party logistics data and IQVIA

How WhizAI is Used

Sales reps use WhizAI data exploration to answer questions like these in seconds:

Sales trends this year by region, brand (or by city, territory, GPO, COT, IDN)?

Sales contribution by product for each market / GPO / region / territory?

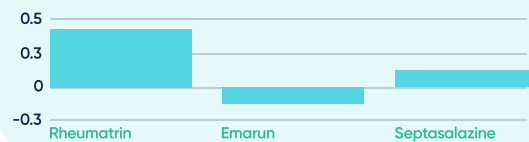
Which accounts have expiring X / Y product in the next quarter?

John Doe
Wednesday Nov 11, 2021 15:09

Show me market share for my top brands 13x13

Whiz.ai
Wednesday Nov 11, 2021 15:11

Market Share by Products [Absolute Change]



Benefits

Better, Faster, Smarter Decisions at Lower Cost



Speed to insights

- Field sales reps can answer key business questions in seconds versus 9 hours using spreadsheets
- Self-service analytics - don't need to rely on IT to enable analytics insights



User adoption

- Minimal training is needed as there is no technical expertise required
- Easily accessible as visualizations are easily embedded into Salesforce.com
- The system provides relevant results in response to plain-spoken questions