



Orchestrator Rep™

ZS's Orchestrator Rep™ app empowers sales reps to deliver a harmonized customer-centric experience.

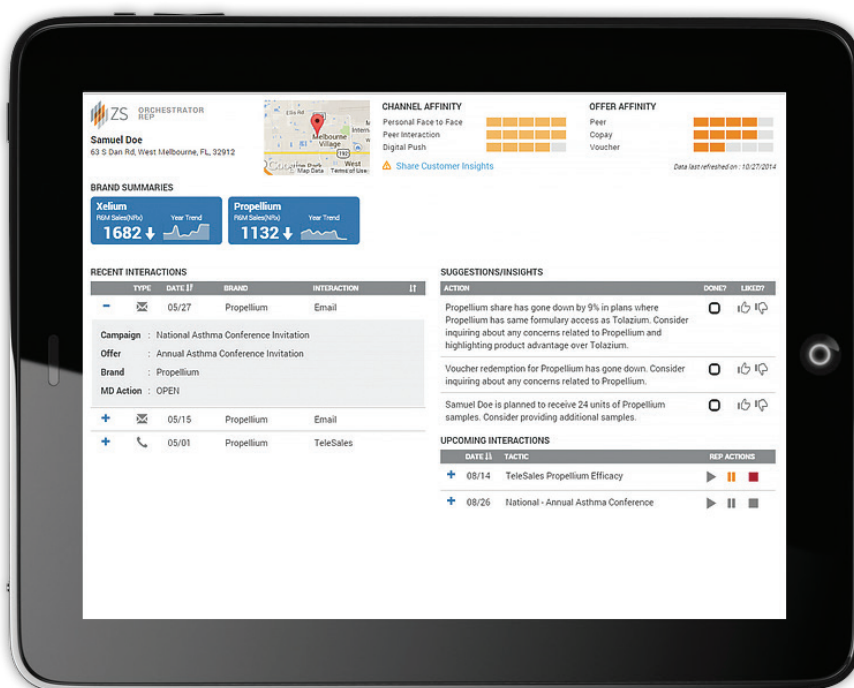
- + HCPs receive timely and relevant interactions based on their own preferences.
- + Sales calls are more efficient and productive, and customer relationships are deeper.
- + Multichannel programs benefit through increased reach, engagement and performance.

Following years of eroding access to health-care providers (HCPs), pharmaceutical reps face an extremely difficult sales environment. Several factors are responsible for reduced access, including the proliferation of digital technologies as more physicians access health information electronically. For most pharmaceutical companies, the sales force remains their most important promotional resource, however it's clear sales reps must evolve to remain relevant. As a result, sales forces that orchestrate both personal and multichannel engagements will be far more successful in influencing brand choices than companies embracing the status quo.

ZS's Orchestrator Rep™ app enables sales reps to collaborate with other customer-facing functions in order to deliver a high-quality, personalized and memorable experience to each customer. Now sales reps can remain informed about customer interactions, influence promotional approaches, and orchestrate sales and marketing activities.

Gain visibility into historical multichannel interactions and customer-level preferences

Orchestrator Rep™ keeps reps informed, with full visibility into recent interactions. Reps use this knowledge of HCP interaction with marketing tactics to make sales calls more efficient and productive, and customer relationships deeper.



With this easy-to-use mobile app and embedded analytics, reps can remain informed about customer interactions, influence promotional approaches, and orchestrate sales and marketing activities.

ZS at a Glance

- + The world's largest firm focused exclusively on high-performance sales and marketing solutions, from customer insights and strategy to analytics, operations and technology
- + More than 3,000 professionals in 21 offices worldwide
- + Partnered with more than 1,200 clients in over 70 countries
- + Over 30 years of experience

Orchestrator Rep™ informs the sales rep with:

- + Historical as well as planned multichannel interactions that provide insights into the physician's recent activity
- + Recent product sales trends to influence physician interactions
- + Physician affinities that the rep can alter and improve

Share unique customer insights and suggestions to influence customer engagement approaches

ZS's Orchestrator Rep™ app enables both the brand and the sales rep to influence each other on current and future offers. By combining insights collected across channels with the rep's field-level expertise and knowledge, HCPs receive timely and relevant interactions based on their own preferences. With Orchestrator Rep™, the sales rep:

- + Shares customer insights with HQ to influence future offers
- + Provides customer offer and channel preferences for deeper understanding of the physician
- + Receives recommended actions for next visits

Control and coordinate touch points across multichannel engagements

With the Orchestrator Rep™ app, sales reps will orchestrate touch points across all multichannel engagements for each HCP. To help improve reach, engagement and performance of the multichannel programs, the reps can now:

- + Revise the HCP-level marketing plans to reflect local knowledge
- + Coordinate with marketing on "eligible" planned tactics
- + Collaborate with other customer-facing roles like MSLs and inside sales to deliver a seamless experience to customers

**For more information,
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03-15