Enhancing Sales Rep Performance with Personalized Prompts Engine

Challenge

A leading pharmaceutical company faced challenges with sales rep adherence to defined processes and data quality. They sought increased interaction to guide team behavior effectively.

Approach

The company implemented a Personalized Prompts Engine powered by personalization algorithms using GSP, RCPA, and CRM data. The engine featured:

> **Self-Corrective Features:**
> Addressed data quality issues.

> **Contextual Prompts:**
> Delivered to sales reps during various circumstances such as day planning, pre-call effectiveness, and performance feedback.

Outcome

The prompts were social, motivational, and situational, tailored by frequency and circumstances. This led to improved adherence, quality, and overall performance.

Key Results

Enhanced Interaction:	Improved Data Quality:	Better Performance:
Increased engagement and guidance for sales reps.	Automated self-correction of data issues.	Timely prompts for achieving targets and completing tasks.

About Straive

Straive is a market-leading content technology enterprise that provides data services, subject matter expertise (SME), and technology solutions to multiple domains, such as research content, eLearning/EdTech, and data/information providers. With a client base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in seven countries - the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.