

# 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:

Increased engagement and guidance for sales reps.

### Improved Data Quality:

Automated self-correction of data issues.

### Better Performance:

Timely prompts for achieving targets and completing tasks.

## About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Logistics, Supply Chain & Manufacturing, Research & Publishing, Information Services, EdTech, Banking & Financial services, and Retail Tech, Entertainment & Media—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across seven countries, including the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.