



## A TECHNOLOGY TRANSFORMATION ENHANCES CONVERSIONS FOR THE BUSINESS

### How we helped a Fortune 500 pharmaceutical company upscale its sales and revenues, and enhance its customer experience using a virtual assistant.

A global pharmaceutical company has 9000+ personnel on the field. These sales representatives often meet customers face-to-face, or through a chat. If a customer asks a question, they seek quick, relevant, useful and personalized responses. When customers did not receive such responses, they found it challenging to make the purchase decision, and the customer experience was quickly trending down. Such customer experiences had a significant impact on not just the brand image but the sales figures and long-term profitability.

The company discovered that the existence of multiple information silos within the organization and otherwise was one of the leading causes for the incessant delays, poor response time and longer sales cycles for the organization. It needed a solution that does the spade work for the sales personnel while they focus on the more crucial aspects of their role, thereby, reducing the time and hassle costs for the customer and the employee.

We implemented a virtual assistant that could converse with sales personnel in natural language, understand enterprise-specific knowledge and respond intelligently based on the context by pulling the data from multiple backend sources. It is powered with artificial intelligence (AI) and natural language processing (NLP) capabilities and uses both chat and voice interfaces to interact with the employees.

### OUR SOLUTION

We implemented a custom-made intelligent conversational assistant with a knowledge base of questions and answers. It is also given access to the rich knowledge base of the enterprise, customer information and contextual data about their recent activities/ customer journey, needs and preferences.

### RESULTS

- 32% of the monthly queries raised by medical reps are now being answered by the bot with 74% success rate
- Increased response rate and efficacy of the sales team by enabling them to access key information and business insights quickly and easily.
- Reduced wait times in resolving sales personnel queries.
- Bot addressed close to 12,000 queries
- Personalized responses naturally and intuitively to every user/ customer and in the enterprise language.
- 50% gain in employee productivity
- Increased sales revenue
- Improved customer engagement and experiences
- 69% of the field force rate sales bot as helpful

The sales bot is not just a generic chatbot but is customized to meet the needs of the employees, thus it was able to provide personalized responses naturally and intuitively to every user/ customer in the enterprise language.

When the employee is on the field and meeting a potential customer face-to-face, sales bot acts as a facilitator who does the groundwork and handles all the drudgery of accessing information and insights from the multiple platforms and information silos for the employee. The employee can get information and data from Maya through easy-to-access means such as smartphones/ mobile devices or PCs, thereby, enabling them to focus on closing the deal faster and with greater efficacy.

Equipped with context handlers and sentiment analysis capabilities, the bot selected the closest response based on the semantic match, the conversational context and an understanding of the feeling of the user (whether it is positive or negative response). It is case sensitive, searches for synonyms and different versions of the same questions in English and responds even to wrong spellings.

In addition, being equipped with smart learning capabilities, the sales bot learns from every conversation and keeps augmenting its knowledge base. Even though it fails to answer queries that do not have semantic matches in the knowledge base, it logs such unanswered queries on the employee helpdesk. It is continuously trained on failed questions to increase its efficacy and intuitiveness.

By managing the laborious, common tasks, the bot helped employees focus more on their role and specialized activities. Overall, sales assistant bot is enabling the organization to improve customer engagement and experiences, sales and long-term profitability.

## ABOUT CLIENT

A global healthcare tech giant that creates breakthrough products - in diagnostics, medical devices, nutrition and branded generic pharmaceuticals. It has been named the global Industry Leader in Healthcare Equipment and Supplies for six consecutive years for strong environmental, economic, social performance.

For more information, visit [www.smartbots.ai](http://www.smartbots.ai)

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## ABOUT SMARTBOTS

SmartBots is an enterprise-grade platform to create sophisticated conversational BOTs to automate and streamline activities, improve enterprise productivity, and boost employee and customer engagement.

With our platform, enterprises are replacing big spend digital transformation programs with AI powered conversational bots that understand natural language, know it in the context of the organization and APIs that integrate with the backend systems of the organization to pick up relevant information & insights, including the ability to transfer to human interventions when appropriate.

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Enabling Human-Like Enterprise Conversations

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