



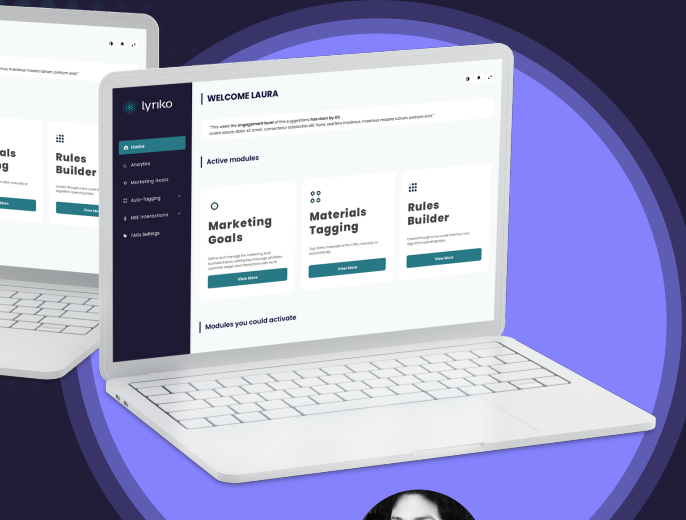
lyriko

Reinvent the way you engage customers!

Choose a powerful tool to boost your sales performance and effectiveness.

Lyriko is an AI-based CRM plug-in that provides advanced decision support for pharma companies.

By setting up marketing priorities and rules of engagement, the system can autonomously orchestrate tactical suggestions for the Sales Reps and create messages with personalized content addressed directly to HCPs.



Advantages

For CEOs & Marketeers

- achieve tangible results in a short period of time (100 days)
- define business and marketing priorities
- increase salesforce efficiency
- increase customer engagement
- monitor customer engagement and salesforce effectiveness
- modular licenses

For Sales Reps

- save time and simplify daily work
- automatically track customer lifecycles
- achieve personal goals more easily

For IT Department

- easy plug&play implementation
- seamless connection to any data source
- on-cloud or on-premise installation, based on current IT system

Results



*Source: Average data for Life Science use cases

A concrete solution to unlock the automation of suggestions to Field Force and Customers, that also leverages qualitative metadata/tags automatically extracted from the promo materials with high accuracy. A boost for customer engagement and sales.



Global OmniChannel Strategy Executive Director

