Gramener
Insights as Stories

Case Study:
Commercial

90+ Pharma Data & Analytics Use-Cases to deliver +20% improvement at 10X ROI

90+ Pharma Data & Analytics Use-Cases:

To secure access[1], write to reachus@gramener.com

(1) Exclusively for executives accountable for Digital, Data & Analytics transformation in Pharma, Generics, Lifesciences companies

Pharma Leaders leverage Digital, Data & Analytics

Drug R&D › Operations › Sales & Marketing

Pharma Enabling/ Support Functions

Select Lighthouse project examples out of 100+ examples

NLP/ NLG in Clinical trials	Digital Twin for Manufacturing	AI-enabled Next Best Order
(Anonymize Patient data; Generate clinical study report; patient narratives)	(Optimize manufacturing yield and OEE)	(Ai to predict pre-populated Order to engage with channel)

20-50%
Improvement in Efficiency, Effectiveness, Speed

10X ROI
from Data & Analytics investments

Sales call plan automation using machine learning

Problem

- Identify the relationship between call activity (2F, email, phone) to see what impact that has on sales.

- 12-month data for a chosen market
  - Data covers Rep-wise and day-wise call coverage by customers and the sales generated by customers, including the product wise split
  - The call coverage data is split by type (F2F, Phone, Email)

Approach

- Exploratory analyses performed to identify initial patterns between call pattern and impact on sales

- Rules identified for Machine generated call plan
  - Day of Month
  - Constraints on number of calls
  - Customer Ranking

Outcome

- A customized computer-generated call plan for a subset of customers to be deployed going forward to call upon them at the right time via the right channel to drive higher sales growth

- Monitor whether the selected customers are performing better than before using the machine created call plan

- Plan to collect and add more variables to improve predictive power of the the machine learning algorithm (e.g. share of wallet, customer behavior etc, competitive actions etc.)

Machine generate sales call plan Application

AI-driven Customer Feedback Analyzer

Problem

- A firm wanted to understand how customers perceived different aspects of their business, such as product features, ease of onboarding, and quality of customer service.

- They wanted to use this to better understand customer preferences and top areas of improvement for their business.

Approach

- Gramener collected data in terms of customer service tickets, Voice-of-Customer feedback, and social chatter.

- Natural Language Processing (NLP) was done using a highly accurate Deep Learning model with BERT architecture as the Backbone.

- Using transfer learning, this algorithm was retrained on the customer service text.

Outcome

- The solution was able to analyze all human generated text snippets and rate the customer sentiment for a chosen attribute or aspect, for instance, product quality.

- This sentiment solution was integrated with the customer experience analytics platform to help improve the overall customer satisfaction.

Aspect-Based Sentiment Analysis

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Details about the Customer Feedback Analyzer Tool

Typical text analysis tools provide an overall sentiment of the entire customer feedback. What is more actionable for organizations is the sentiment of a particular Attribute or Aspect, for example 'Product quality'.

This demo showcases an AI algorithm that does this fine-grained analysis.

To know more about 'Aspect-based Sentiment Analysis' check the link below.

Read More

AI-driven Customer Feedback Analyser

Laptop Review 1 ▾   **OR**   ☐ Check here to write

When provided with this user review…

Feedback

the project management team we are currently working with lacks accountability and has slow execution. They have excellent products but the professional services are not what we expected

…and an aspect/attribute to analyze the sentiment for…
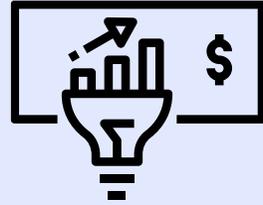
Category

product, reliability

20/50

Evaluate

…the algorithm shares the sentiment & confidence scores for each aspect

Sentiment for category **product** is **positive** with confidence score of **93%**.

Sentiment for category **reliability** is **negative** with confidence score of **89%**.

Reach out for a discovery session!

Talk to us to explore how Gramener can help you in your **journey to accelerate value realization in Lifesciences via Data & Analytics**

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