Enhancing the User Experience with AI for a Pharmaceutical Marketing Services Organization

Overview

A Pharmaceutical Marketing Services organization was interested in innovating its internal sales process by introducing a voice-based mobile application specifically designed for its sales team. The app focuses on providing quick and efficient access to detailed sales information, leveraging a sophisticated voice model. The model is trained to recognize and understand unique pharmaceutical names, nicknames, geographic locations, and company names using artificial intelligence. This solution is an interactive tool for sales representatives to retrieve and analyze sales data on the go, directly impacting their ability to make informed decisions and strategies in real time.

Challenges

The organization was experiencing inefficient data access, which required manual searches for sales information that hindered quick decision-making. Sales representatives also faced difficulties with complex terminologies for names and nicknames, which ultimately affected data retrieval accuracy. Another challenge the organization faced was an outdated IT infrastructure. Its existing databases and minimal automation capabilities limit efficient data handling. Lastly, new sales representatives struggled to navigate complex databases and terminology, causing a hiccup in training and usability issues.

Solution

To counteract the challenges the organization was facing, New Era Technology implemented the following solutions to create more efficiencies while enhancing the user experience:

- **Voice-Based Interaction:** By implementing a voice recognition model, this solution enables intuitive data queries using natural language.

- **Continuous Model Retraining:** New terms are added regularly to a centralized cloud voice model, which avoids the need to roll out new mobile application versions with each update.

- **Advanced NER Capabilities:** Utilizing Name Entity Recognition to accurately process pharmaceutical terms, geographical locations, and company names.

- **Cloud Processing:** Moved from native mobile processing to a cloud API solution, which enables cross-platform mobile development in React Native.

- **Real-time Data Retrieval:** Integration with Cosmos DB to ensure immediate access to up-to-date sales information.

- **Scalability & Flexibility:** App design easily incorporates new features and updates as business needs evolve.

Want to learn more about this project or solution?
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