





Fractal Next Best Action

Reimagine healthcare professionals (HCP) engagement and sales representative support with Generative AI

 WHO to engage? <i>(HCP, targets)</i>	 WHAT to share? <i>(Messaging/detailing)</i>
 HOW to share? <i>(F2F, Alert, Banner, Email)</i>	 WHEN to share? <i>(Time, Frequency)</i>

What is Next Best Action?

Next Best Action is a GenAI solution that enables pharmaceutical companies to automate omnichannel orchestration. It is designed to optimize sales potential by delivering personalized recommendations and enhancing engagement with healthcare professionals (HCPs).

By aggregating data from diverse sources into a unified 360-degree profile of HCPs, Next Best Action effectively suggests the most relevant actions to take, thereby boosting conversion rates and driving overall performance.

Empower your sales team with Fractal Next Best Action



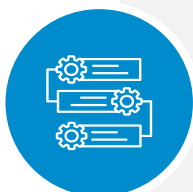
AI-powered assistance

Agent provides personalized insights for sales reps during HCP interactions.



Human readable explanations

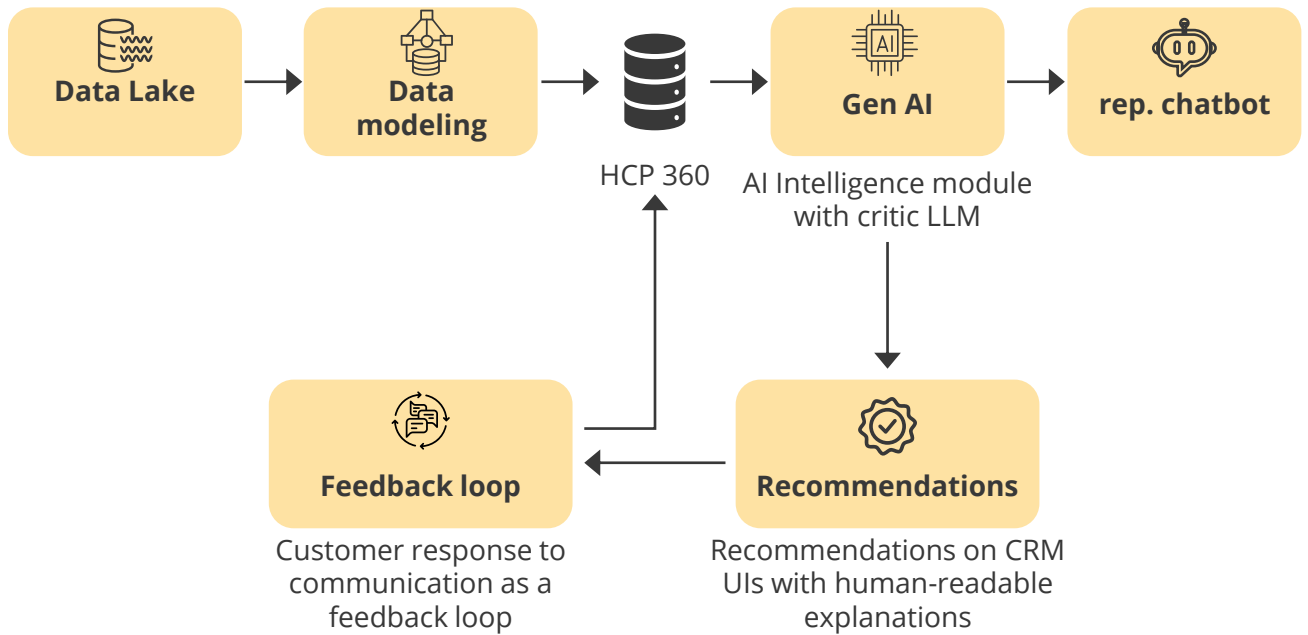
Clear explanations and a feedback loop enhance adoption and continuously refine suggestions.



Prioritization

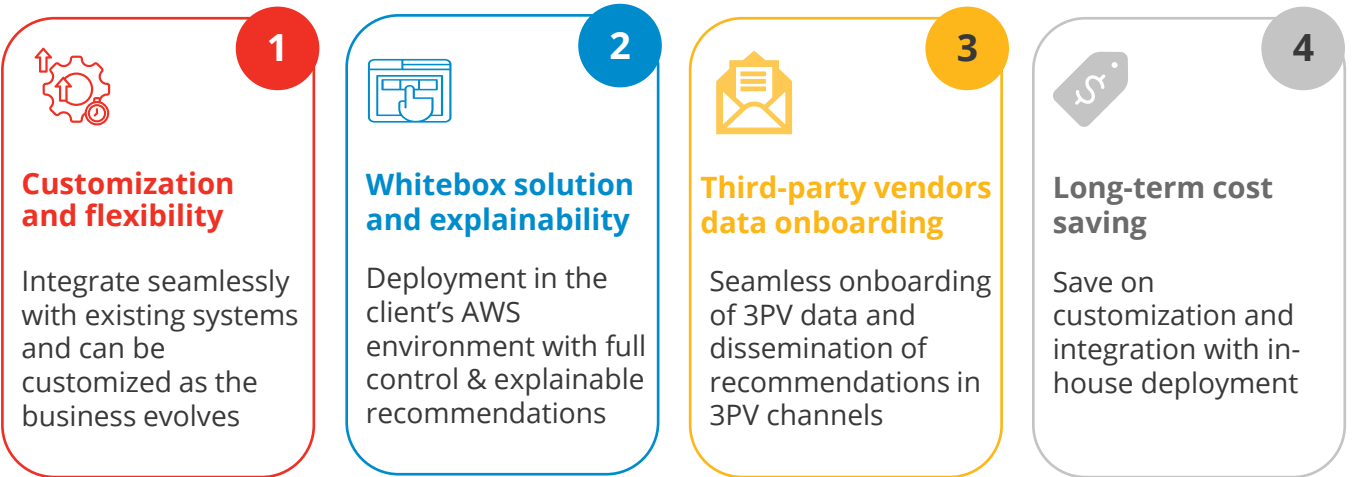
Easily connects with your existing analytics and CRM for a powerful, cohesive ecosystem

North-Star vision: Omnichannel NBA decision engine with Gen AI capabilities



Why Fractal Next Best Action ?

Discover the four key advantages that set the Next Best Action solution apart.



Why Fractal?

A data, ML, and AI specialist for over 24 years, Fractal is a recognized AWS Partner with the expertise to support you throughout your data and AI transformation journey.