

Next Best Action

Build a more personalized customer experience



Trinity's Next Best Action (NBA) solution utilizes a customer-level predictive decision engine to guide a brand team's HCP engagement strategies by providing recommendations on what omnichannel marketing tactic to take, for which providers and at what time.

Trinity's NBA solution evaluates a brand's marketing activity and outcomes data across various channels and applies advanced analytics to predict the best one to suggest for each HCP to optimize engagement at a given point in time. The recommendations are then delivered directly to those who can take the action via pre-built API with 3rd party channel partners, existing salesforce platforms, or applications offered by Trinity. An Engagement Dashboard is also available to allow commercial teams to quickly access activity and insights.

The analytics used in Trinity's NBA solutions are rigorously validated for accuracy and have a proven track record of improving HCP engagement. Customers have observed 3x cost savings and a 30% lift in HCP engagement when compared to traditional methods. Outcomes are continuously fed back into the NBA process to adapt and refine the algorithms. Model performance is monitored by Trinity to ensure high levels of accuracy are maintained as market dynamics evolve.



NBA offers multiple deployment options that facilitate integration with existing vendors and internal systems to address the unique needs of biopharma companies at various stages of growth. Implementation can be completed quickly with minimal IT support. The NBA solution is easily scalable across brands and business rules can be configured to reflect client preferences and brand personalization.

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