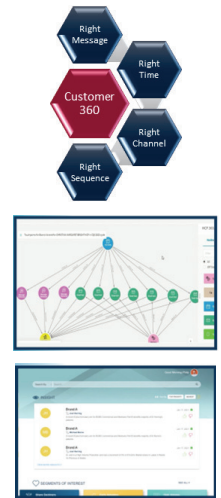


Customer 360

View your target HCP universe in a centralized platform

Customer 360 provides commercial teams with one destination to make the most of their marketing investments by providing a more complete view of their target universe in a centralized platform. Customer 360 uses claims, sales and marketing data to surface pre-defined reporting dashboards, which surface insights used for HCP profiling, targeting, segmentation and understanding physician interactions and professional networks.

In addition, it streamlines the planning and execution of omnichannel HCP engagement. Customer 360 leverages predictive models to optimize message coordination across channels. This is accomplished via an AI-enabled sales and marketing recommendations engine that predicts the best channel, message, sequence and timing for each individual target HCP. It also handles the orchestration of personalized content across channels based on client-defined business rules and brand preferences. The recommendations are delivered directly to those who can take the action via pre-built API integration with 3rd party channel partners, existing salesforce platforms or applications offered by Trinity.



Engagement Dashboard

HCP profiling and targeting
Omnichannel campaign and operational metrics



HCP Knowledge Graphs

Visualize relationships between HCPs based on referral patterns and shared patients
Identify KOLs and influential HCPs in niche markets



Omnichannel Recommendations Engine

Dynamic targeting and sequencing
Next best action recommendations
Pre-built integrations for sales and marketing partners/platforms



Field Force Recommendations Engine

Next best action recommendations
Configure and surface suggestions via the existing salesforce platform or utilize Trinity's Rep Assist application

The Customer 360 solutions are delivered as an easy-to-deploy cloud-native platform that seamlessly integrates with upstream and downstream applications and can be used together or decoupled based on brand needs/use. A very low coding framework allows for rapid implementation, requires very little overhead from commercial and IT teams and can easily scale across brands.

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