# TRINITY | CustomerEDGE™ | Field Advisors

## AI Field Advisors for Every Pharma Field Team

Field Advisors is a module within our CustomerEDGE platform, which helps teams engage customers with precision. These role-based advisors draw on a rich breadth of data sources and business context to deliver personalized recommendations for sales reps, district managers (DMs), field reimbursement managers (FRMs), and medical science liaisons (MSLs). Each advisor helps users prioritize, prepare, and act—not just analyze data.

## The Challenge

Disconnected Data and Insights Are Costing Field Teams Customer Time.

### Customer data sits in too many disconnected systems

Bring customer activity, market changes, and field observations together. Get timely recommendations instead of piecing together what matters.

### Deciding which customers to focus on first takes guesswork

Territory intelligence surfaces potential opportunities and triggers. Recommendations help you adjust customer priorities and weekly plans.

### Calls often start without the right customer context

See relevant customer activity and discussion points grounded in approved content, with the reasoning behind each recommendation.

### Administrative work takes time that should be spent with customers

Voice-enabled customer relationship management (CRM) documentation and location-based call planning reduce administrative work. Get to the next customer faster.

**Field Advisors connect customer context, field priorities, and follow-through into personalized recommendations for every role on your team.**

## CustomerEDGE | Field Advisors at a Glance

Field Advisors package governed data, life sciences semantics, business context, and role-specific responsibilities. They recommend what matters, why it matters, and what to do next.

### Sales Representatives

Priority customer recommendations, personalized call guidance, and voice-to-CRM notes for better engagement.

### District Managers

District performance trends, territory risks, and evidence-based coaching support with less report preparation.

### Field Reimbursement Managers

Payer coverage, access changes, and account-level barriers in one place, with recommended next steps.

### Medical Science Liaisons

Key opinion leader (KOL) and scientific context, engagement preparation, and field insight capture for headquarters.

### Additional Role-Specific Advisors

Configure new advisors for other field or headquarters roles as your needs grow, for example, Key Account Managers (KAMs), National Sales Managers (NSMs), and Regional Sales Managers (RSMs).

**Your field teams gain an intelligent coworker that knows their role, their customers, and your brand strategy.**

Learn more at https://trinitylifesciences.com/products/customeredge-field-advisors/

## The CustomerEDGE | Field Advisors Advantage

### Intelligence Ready from Day One

Start with pre-built life sciences intelligence, not a blank slate. Your investment goes to field value instead of rebuilding context.

### Built Around Your Strategy & Your Teams

Business imperatives, consistent metric definitions, and role-specific policies shape each recommendation. Work with your existing CRM and data stack.

### A Path from Recommendations to Coordinated Execution

Field Advisors support field orchestration by connecting recommendations with follow-ups and role-appropriate handoffs. Commercial, access, and medical boundaries stay intact.

### A Flexible Operating Model on Your Terms

Trinity can host and manage the solution for you, or we can deploy it in your environment and hand over the keys.

**Your field teams start faster, act on your brand strategy, and skip rebuilding context for every new role.**

## Types of CustomerEDGE | Field Advisors

**Sales Rep Advisor**
Focus on the right customers. Make every interaction count.

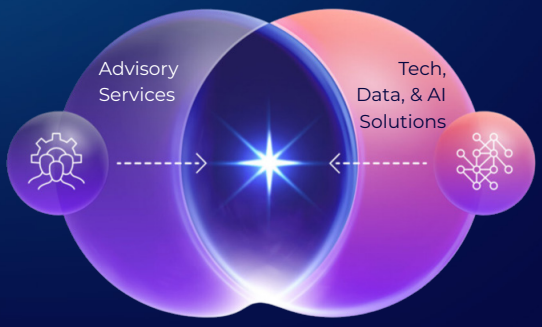
**District Manager Advisor**
Turn field observations into actionable coaching.

**Field Reimbursement Manager Advisor**
Identify access barriers. Focus on the next action.

**Medical Science Liaison Advisor**
Prepare for meaningful scientific exchange.

## Why Trinity

**Powering the future of life sciences commercialization through the fusion of human and artificial intelligence.**




**Life-sciences-exclusive focus**

Access deep experience across therapeutic areas and lifecycle stages, with 30+ years of nuanced understanding of regulatory, evidence, and stakeholder dynamics.

**Tech + behavioral science**

Deliver faster, deeper insights at scale through embedded AI-enabled analytics and behavioral science into research design.

**True partnership**

Experience seamless collaboration with your internal teams and agencies, with ongoing support from early strategy through post-launch optimization.

**Bold minds that challenge. Smart tech that connects.
A committed partner that delivers.**

## Connect Today, Own Tomorrow

Every week your field teams spend piecing together data is customer time lost. Give each role clear recommendations on where to focus and what to do next.

**Discover what's possible. Schedule a demo to see whether a rapid prototype with your data is the right next step.**

**Contact Trinity:** trinitylifesciences.com/contact/

**Request a demo:** trinitylifesciences.com/request-a-demo/

**Explore more:** trinitylifesciences.com/

**Email:** info@trinitylifesciences.com

**For more information**

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