



Chatbot:

Smart Implementation in Life Sciences



– Successful Solutions –

Transactional Intents Have The Most Success

- Financial Assistance
- Product Availability
- Sample Requests
- Sales Rep Info
- Basic Product/Device Info
- Program Enrollment
- Webform Adjudication



– Challenges –

Complex Intents Have The Most Risk

- Product Quality Complaints
- Drug Use and Interactions
- Medical Information Requests
- Diagnostic Inquiries

The long-term success of chatbot deflection has a direct correlation to content access by the chatbot.



The greater the amount/quality of content available, the more answers available.



Revenue savings are substantial and non-revenue impacts cannot be understated.



Reduction in repetitive, tedious, and occasionally hostile consumer contacts



Reduced agent "burnout"



Engagement in varied, meaningful, and substantive consumer interactions creates purpose and gives satisfaction to a **job well done**.

