



Agentic AI for CRM:

The next evolution of consumer engagement

The pharmaceutical industry is undergoing a transformation as companies search for improved efficiencies and stronger relationships with consumers. Achieving these goals may require a holistic reimagining of the customer engagement ecosystem, from the fundamentals of CRM infrastructure to the innovative layering of automation into all aspects of how companies connect with their audiences.

There has never been a better time to undertake this challenge, especially as artificial intelligence (AI) becomes ever more sophisticated in its ability to take the lead on defined tasks within the workflow.

For example, pharma companies can now leverage the power of AI agents (also known as agentic AI), which are tools that can autonomously analyze situations, make decisions, and adapt to future goals without direct human intervention. In essence, they are a digital workforce with their own targeted personas, able to interpret needs, complete actions, and adjust to circumstances similarly to a human member of staff.

It's a brand-new paradigm for customer engagement with exciting possibilities for both front-end and back-end operations.



Automated workflows

AI agents can handle routine back-office functions, such as account updating, roster management, and territory maps to free up human talent for more complex tasks.



Personalized interactions and communications

With AI agents managing and augmenting routine communications tasks, reps can devote more time to critical interactions with the right people, providing a personalized yet consistent experience for customers.



Efficient field engagement

Repetitive administrative activities like pre-call planning and interaction logging can be delegated to AI agents, eliminating these tasks from the rep's daily workflow.



AI Driven Sales Operations

AI agents can streamline sales operations by orchestrating the results from AI and data science models; e.g., dynamic call planning, micro-segmentation, field suggestions and thereby enabling autonomous "last-mile delivery" to the field.

As AI agents mature over the next two to five years, now is the time to start laying the groundwork for an interconnected environment where reps and tailored AI agents co-exist to support customer relationships.



Set the vision

Start by crafting a future-state, end-to-end vision that clearly identifies opportunities for AI agents to address current pain points, eliminate potential inefficiencies, and maximize the value of the hybrid workforce.



Prepare the workforce

Deploy employee-focused programs to infuse knowledge, promote buy-in, and encourage positive cultural shifts that showcase the value of AI agents for enhancing the CRM workflow, not replacing the need for the unique skills of human staff.



Build the digital foundation

Pharma companies should plan for agentic AI integration in their choice of infrastructure options while assessing, collecting, and cleansing the data assets necessary to train AI models and fine tune AI agents ahead of deployment.



Deploy proofs of concept

To help ensure buy-in and adoption across the organization and prove ROI to key stakeholders, organizations should launch well-defined pilots in high-priority use cases that can clearly demonstrate the impact of AI agents on key pain points.

By taking a strategic approach to infusing the current customer engagement management process with future-ready AI agents, pharma companies can smoothly and successfully transform into more efficient, value-driven organizations with the capacity to develop and maintain relationships that produce meaningful and measurable results.

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