Authenticx

Enhance Customer Experience with a Patient-Centric Approach

With conversational intelligence, Authenticx confidently listens and identifies disruptions impacting customers across the life sciences enterprise. Optimize conversational analysis to identify recurring trends and disruptions.

STAKES ARE HIGHER IN LIFE SCIENCES

We come from healthcare.

Enhance monitoring and compliance observations with a software specifically built for healthcare.

Powerful insights fuel decision making.

Effectively monitor your whole patient population with reporting and analytics based on accumulated interaction data.

Reliably identify adverse events.

Proprietary machine learning models classify and auto-score conversations to enhance customer experience across pharma.
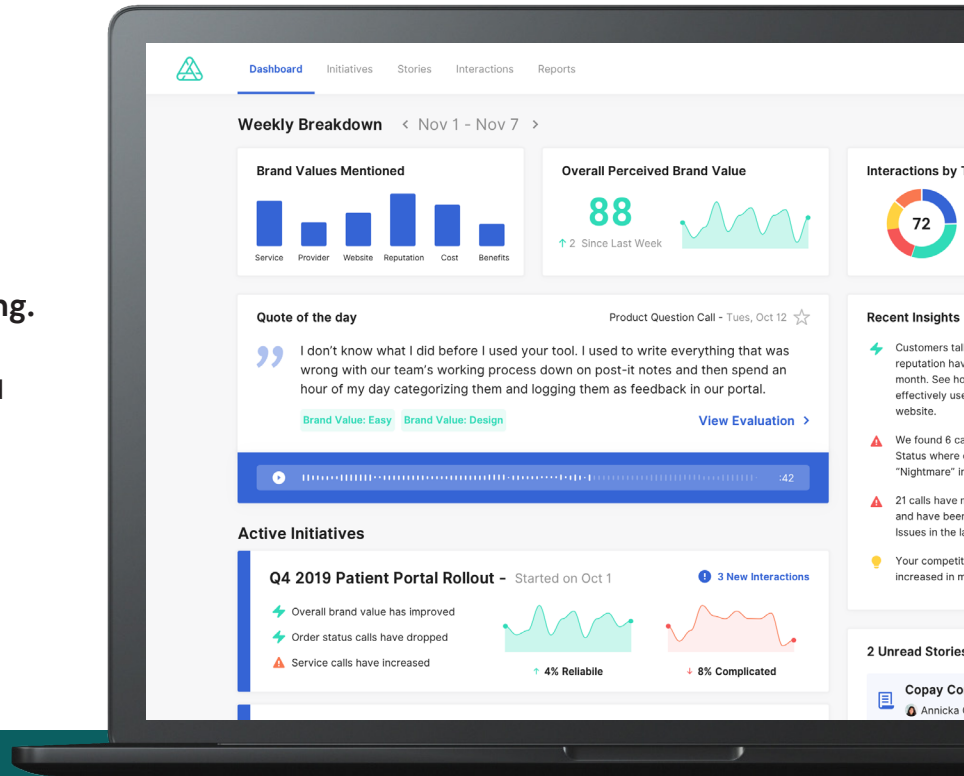
HOW IT WORKS

Aggregate

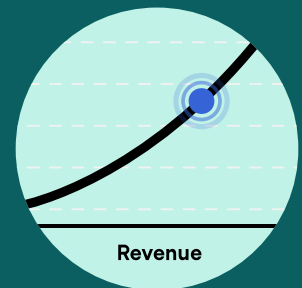Uncover marketing insights from a consolidated channel of unsolicited customer feedback.

Analyze

Categorize emerging trends and capture honest customer thoughts and emotions.

Activate

Remove barriers for revenue generation and CX disruptions with data-backed insights.

Authenticx

# Building a human-centered brand demands listening.

CASE STUDY

Overview

Product and brand teams used Authenticx to design specific action plans to improve customer loyalty to product device use.

Solution

Authenticx listened to thousands of calls quarterly to improve customer retention and device utilization.

Results

✔ **Identified sources of friction**

- 39% coordination issues between pharmacy, provider, and supplier
- 34% specific product questions
- 27% support for complex onboarding process in website navigation complaint calls

✔ **30% reduction** in customer complaints rate
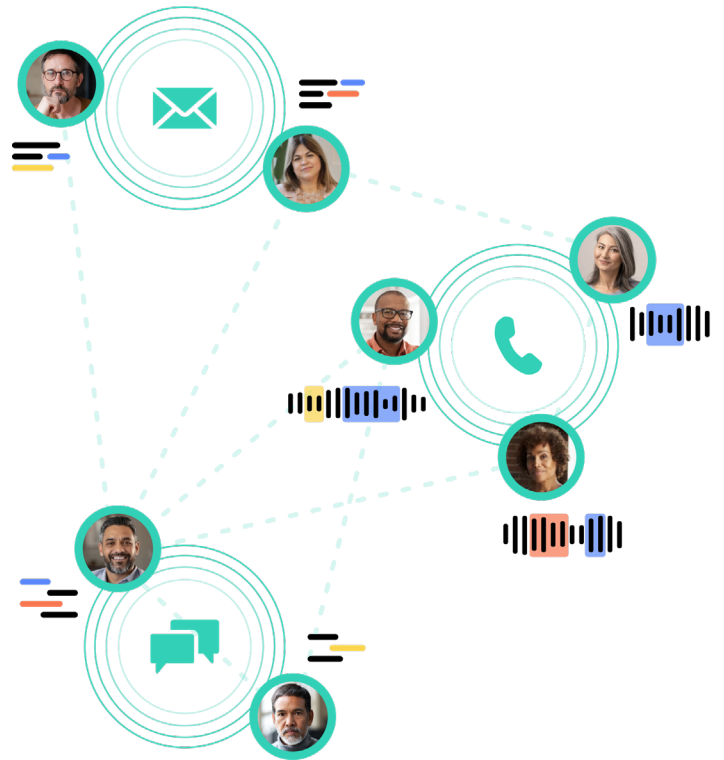
What's the ROI for life sciences?

- Increase adherence
- Identify and monitor adverse events
- Near real-time feedback for strategic pivots
- Insights and market access

Hear the customer perception of

- Nurse navigator programs
- Drug product launch
- Brand perception
- Therapy affordability
- Patient support programs

Combine existing customer interactions across call center data, texts, chats, and emails into a single source of truth.

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