

# Optimize troubleshooting and product replacements with Authenticx

Authenticx analyzes millions of conversations to surface recurring trends that med device organizations use to make informed, proactive decisions.

## BUILT FROM HEALTHCARE, FOR HEALTHCARE

### Accelerate what's already in motion

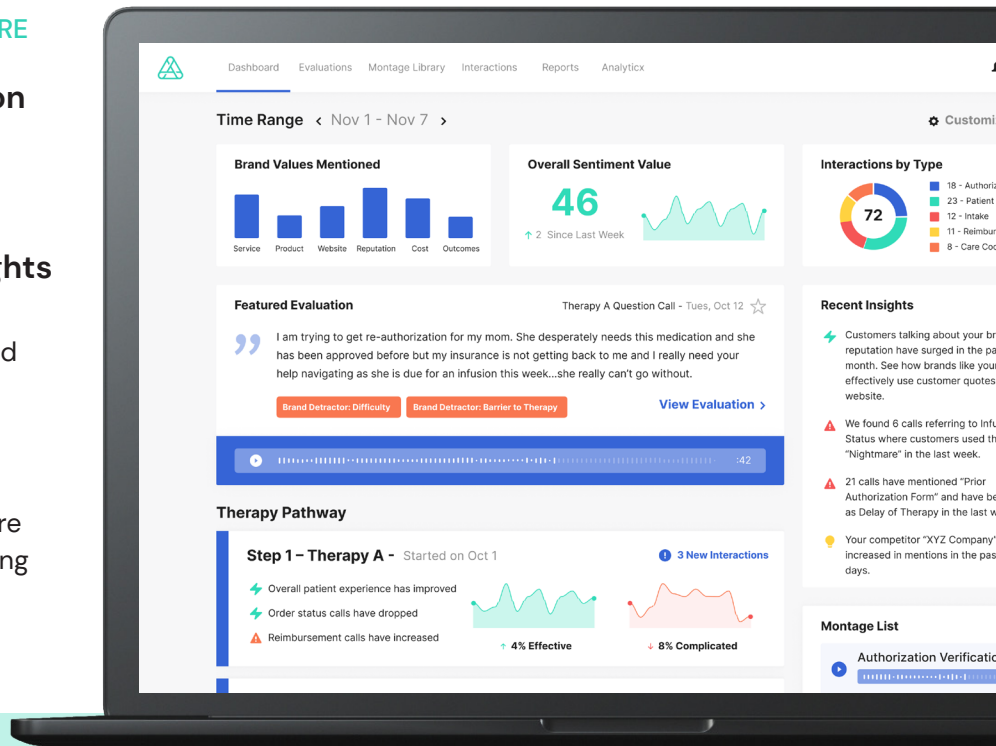
Enhance remote troubleshooting to reduce return & replacement rates.

### Fully immersive data-backed insights

Fully immersive data-backed insights of contact centers with enhanced visibility and comprehensive insights.

### Account for every voice

Provide valuable context on why patients are facing frustration or confusion on maintaining their med device.



## HOW IT WORKS

### Aggregate

Uncover real-time marketing insights from a new channel of unsolicited customer feedback.

### Analyze

Categorize emerging trends, access campaign feedback, and immerse yourself into the customer experience, at scale.

### Activate

Remove barriers for revenue generation and close any gaps with your customers through data-backed insights.

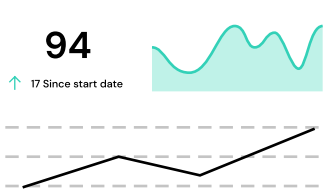
**Marketing channels**

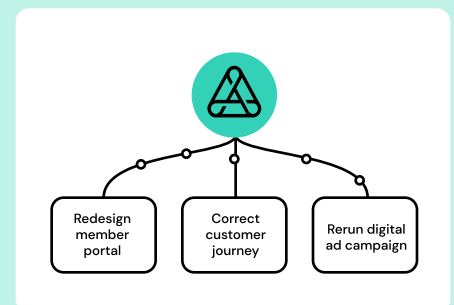
- ✓ Surveys
- ✓ Questionnaires
- ✓ Interviews
- ✓ Customer immersion
- NEW Authenticx

**Campaign Insights**

94

↑ 17 Since start date





## Insights Authenticx delivers on for med device.

### Quality Insights

Contact Center Performance  
Agent Effectiveness  
Coaching & Development  
Call Guide Adherence

### Product Insights

Drivers of Product Failure/  
Replacement  
Drivers of Attrition or Retention  
Technical Field Team Support  
Brand Perception on Med Device  
Equipment

### Efficiency Insights

Logistics Visibility  
Drivers of On-Site Service  
Insights to Reduce Talk Time and  
Call Volume  
Root Cause Analysis

### KEY PRODUCT FEATURES FROM AUTHENTICX



#### **Speech Analyticx™**

Drill into transcripts and audio with automated topic identification and rule-based classification.



#### **Smart Sample™**

Targeted evaluations pursuing topics and themes that matter most to the organization.



#### **Smart Predict™**

Machine learning autoscores evaluations to transform how analysts work.



#### **Montage Builder™**

Create a story around a topic by combining relevant clips in your customers' own voices.

Authenticx currently serves 5 of the top 10 Pharma companies, working across teams, departments, and specialty pharmacies to provide insights.

Equip your field team with insights to optimize troubleshooting and product replacements to best serve your customers.

Visit [authenticx.com](https://authenticx.com)