# OCE Optimizer

Optimize alignments, segments, and engagement plans across all customer interactions

IQVIA™ OCE Optimizer empowers life sciences companies to take full advantage of their commercial resources and channels by planning individualized and orchestrated customer interactions through responsive alignments, intuitive segmentations, and agile engagement plans.

OCE Optimizer is engineered to address the complexity of planning and adjusting engagements with multiple customer stakeholders through personal and digital channels.

This groundbreaking new solution interprets market changes and draws intelligent insights from prior HCP interactions to suggest course corrections to alignments, targets, and engagement plans on demand..
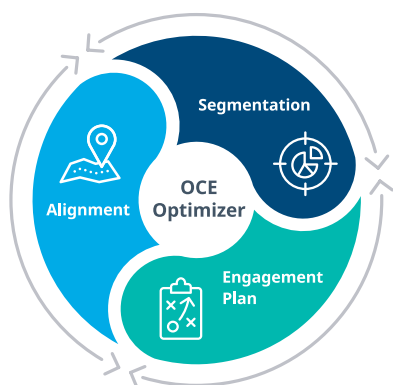
ALIGNMENT
Balance and optimize outliers quickly with realignments

SEGMENTATION
Anticipate trends to identify opportunities and refine targets

ENGAGEMENT PLAN
Modify plans based on customer preferences and market events

RESPONSIVE ALIGNMENTS

- Inform alignments with dynamic customer profiles to ensure optimal territory definition

- Analyze and compare different alignment options using what-if alignment scenarios

- Help operations with root cause identification for modified account alignments

- Maps-based adjudication with intelligent suggestions show the impact of customer moves

- Built-in analytics enhance alignment balance and optimization

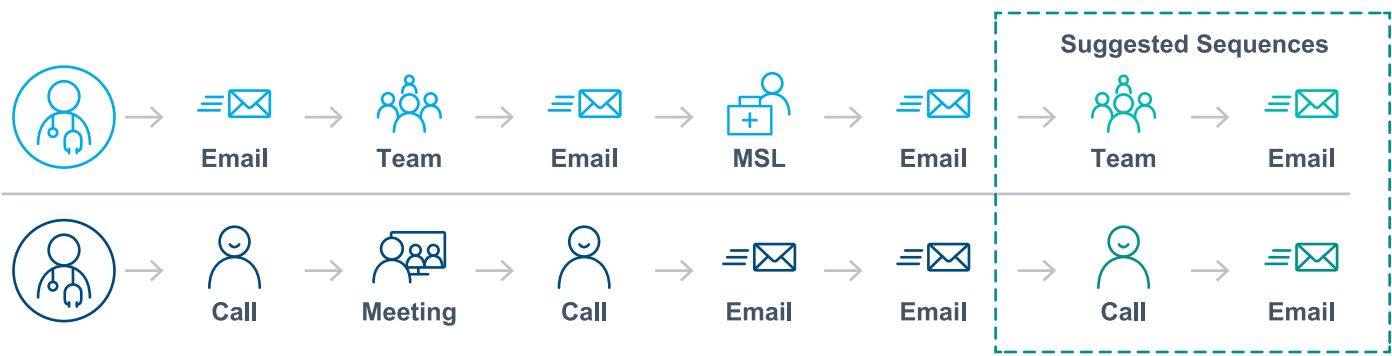- Centralized employee roster to manage new hires, transfers, temporary coverage and vacant territories
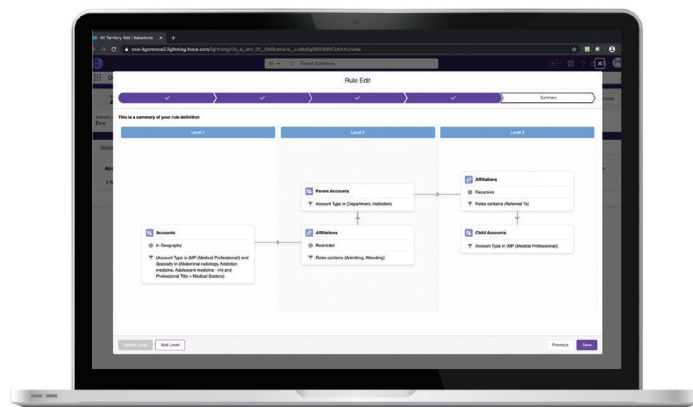
The alignment rule definition wizard visualizes complex rule criteria in an easy-to-use workflow.

INTUITIVE SEGMENTATION

- Create segments and identify targets with ease using the intuitive **segmentation builder** interface

- Build **static, dynamic, and nested segments** based on any account and engagement attribute

- Incorporate segments into **multichannel engagement plans** for use by **personal and digital** engagement applications

- Update customer segments by incorporating intelligent and dynamic profile data for **better targeted campaigns**

AGILE ENGAGEMENT PLANS

- **Orchestrate HCP/O interactions** across multiple interaction channels

- **Analyze prior engagements, performance data, and market events** to refine plans

- **Rules based field adjudication** of engagement plans

- Manage the f**requency and quantity of plan adjustments** based on organizational capacity

- Publish plans to numerous **personal and digital customer engagement** solutions for execution

Suggested Sequences

| Email | Team | Email | MSL | Email | Team | Email |

| Call | Meeting | Call | Email | Email | Call | Email |

IQVIA Optimizer incorporates market dynamics and customer behavior into engagement plans, with refinements suggested by Ada machine learning algorithms

Best in class platform
OCE Optimizer's cloud platform offers the scalability to support baseline and surge requirements, an intuitive and flexible business rules engine, and more technical innovations:

- Modern architecture with built-in data privacy and security

- Configurability of specific customer requirements

- Extensible customer data model provides a repository of essential information

- Pre-built connectors integrate common sources of customer data

- Ada machine learning generates more intelligent HCP profiles

IQVIA
TECHNOLOGIES

CONTACT US
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