Appian

APPIAN FOR LIFE SCIENCES
INTELLIGENT CONTACT CENTER

The Appian Intelligent Contact Center™ powers contact centers at many of the world's leading organizations. Backed by the #1 rated case management solution, the Intelligent Contact Center™ provides a complete, single view of the customer while driving rapid resolution. The result is superior agent performance and world-class customer experiences.

In the life sciences industry, consumer feedback and reporting is crucial to maintaining the quality and compliance of products. However, due to the ever changing and highly regulated environment, customer service agents are struggling to keep up. They must stay-up-to-date with training on evolving compliance standards, as well as indications and risk-benefit analysis of the product itself. They must also navigate many disjointed regulatory systems and information channels to provide the desired optimal patient support and customer service while adhering to required reporting and maintain the highest level of compliance.

Life sciences contact centers must innovate in order to provide optimal, accurate and timely information to patients and healthcare providers. Creating a unified view for the agent will facilitate the best consumer, customer and patient experiences. This means smooth interactions that minimize friction and frustration for patients or physicians calling into the center for advice or to discuss an issue. Furthermore, timely coaching and development for team members, reporting on all available data and interactions, and easy flow into follow-up processes will enable continuous process improvement and smoother interactions with overall enhanced compliance.

MODERNIZE FOR MAXIMUM IMPACT
Transform your life sciences contact center with an innovative platform that enables you to quickly deliver an integrated customer experience across channels and customer touchpoints.

Unified Customer View
Unify data and interaction history for a complete, 360° patient view for intelligent agent interactions and outstanding patient experiences.

Exceptional Customer Experiences
Provide seamless patient experience across channels and touchpoints, with embedded knowledge management, helping improve patient outcomes and increase patient loyalty to the organization.

Phenomenal Agent Experience
A single, easy-to-use interface driven by sophisticated AI to support agents in servicing customers and delivering personalized recommendations.

Essential Integrations
Integrate siloed data and back-office systems to orchestrate complex processes and extend the value of current technology investments, including EMRs, ERPs, and existing contact center technologies.

A SINGLE SOLUTION TO IMPROVE CUSTOMER ENGAGEMENT
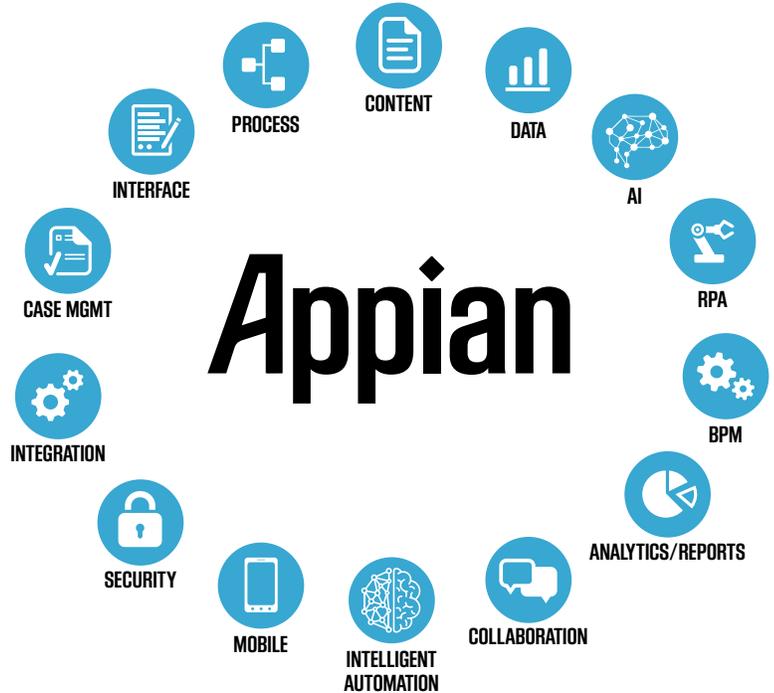
Unified Customer View

Unify data from across your organization to create one actionable customer view.

Universal Agents

Dynamic Case Management, AI, RPA, and intelligent processes help guide agents to handle any situation — fast.

Omni-Channel Engagement

Turn multi-channel support into a true omni-channel environment with embedded voice, chat, and SMS in a single interface.

PROCESS

CONTENT

DATA

AI

INTERFACE

RPA

CASE MGMT

Appian

BPM

INTEGRATION

ANALYTICS/REPORTS

SECURITY

COLLABORATION

MOBILE

INTELLIGENT AUTOMATION

EXCEED THE KPIs THAT MATTER MOST:

Increase

Customer Satisfaction Scores
Call Quality Scores
Revenue

Improve

First Call Resolution
Service Level
Agent Productivity

Reduce

Average Handle Time
Cost Per Interaction
Agent Turnover

APPIAN CUSTOMERS ARE REALIZING:

- **80%** reduction in processing time
- Over **40%** operational cost savings
- **60%** increase in customer satisfaction
- **9x** faster customer service

Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com/life-sciences