Re-Imagining Rep
Incentives with AI &
Emotional Intelligence

AI-Driven, Human-Centric Incentive Compensation for Pharma Field Force

The pharmaceutical industry faces **20-30%** annual attrition, **84%** of reps missing quotas, 11.2-month ramp-up times, and **44%** leaving within **90 days**. Our AI and EI-based incentive compensation system addresses these challenges by rewarding Rep behavior, customer impact, and learning-not just outcomes.

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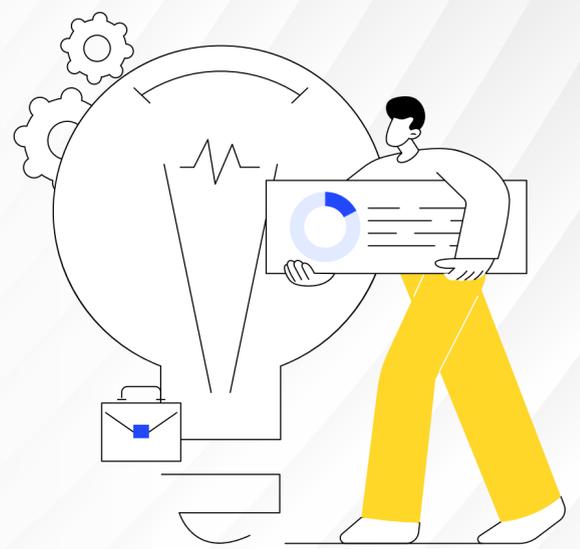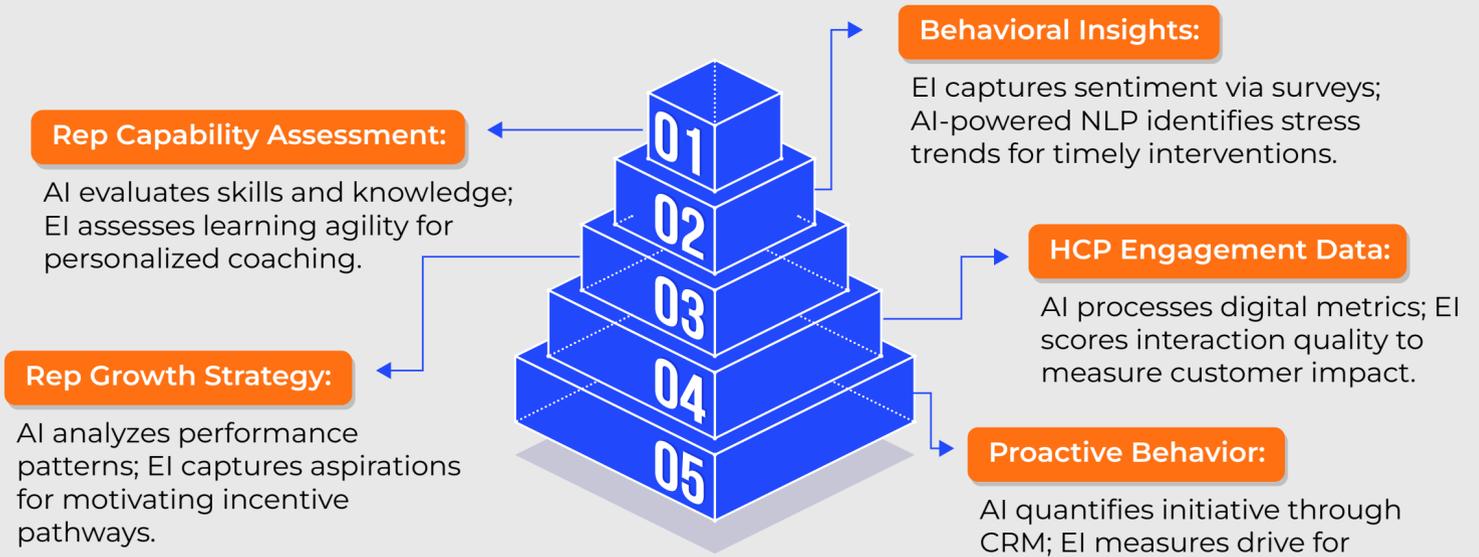| **8-12%**	**15-25%**	**20-30%**
Attrition Reduction	Quota Attainment Lift	Faster Ramp-Up Time

What sets us apart

> **Multi-Dimensional Performance Framework:** Assesses Rep capability, HCP engagement quality, behaviors, and resilience-not just sales numbers-ensuring fair recognition.

> **Intelligent Budget Allocation:** Data-driven distribution that increases Rep eligibility by 25-40%.

> **Emotional Intelligence Integration:** Analyzes Rep sentiment via pulse surveys and NLP to identify stress patterns and enable timely interventions.

> **AI Mentorship for Every Rep:** Personalized AI companions deliver real-time insights, identify gaps, and provide biweekly feedback linking effort to reward.

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Five Pillars of Modern IC Design

01
02
03
04
05

Rep Capability Assessment:
AI evaluates skills and knowledge; EI assesses learning agility for personalized coaching.

Behavioral Insights:
EI captures sentiment via surveys; AI-powered NLP identifies stress trends for timely interventions.

HCP Engagement Data:
AI processes digital metrics; EI scores interaction quality to measure customer impact.

Rep Growth Strategy:
AI analyzes performance patterns; EI captures aspirations for motivating incentive pathways.

Proactive Behavior:
AI quantifies initiative through CRM; EI measures drive for behaviour-linked incentives.

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Business Impact That Matter

Digital Adoption: Raises the percentage of HCP digital engagement from **33% to 45-55%**	CRM Compliance: Enhances data discipline by **20% to 35%**	Manager Effectiveness: Reduces coaching blind spots by **30% to 40%**
Territory Fairness: Reduces quota disputes by **50% to 60%**	Market Growth: Drives **8-15%** territory improvement	IC Eligibility: Increases Rep participation by **25% to 40%**

Why Polestar Analytics?

Combining real-world pharma success with deep industry expertise, **Polestar Analytics** is a leading trusted **data, analytics, and AI solutions partner** delivering proven, transformative outcomes for Fortune **500 pharmaceutical companies worldwide.**

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