

Improving Pharmaceutical Sales Rep Coaching with AI

Clarkston partnered with a biopharmaceutical company to modernize how sales leads provide feedback to sales representatives (reps) on their interactions with healthcare providers. High-quality coaching is essential to ensuring that reps apply the right skills during their calls, ultimately driving stronger commercial performance. The existing process relied on written feedback that lacked consistency and actionability.

Clarkston's solution was to develop an AI-enabled feedback evaluation solution where sales leads complete their feedback in a digital form in Veeva, then trigger an AI review that evaluates their written feedback. This feedback is evaluated against clearly defined quality and compliance standards. The tool assesses whether the feedback is specific, tied to expectations, and is compliant with regulations and rules set forth by the company.

Life Sciences Case Study

PROJECT OVERVIEW



INDUSTRY



Biopharmaceutical

PRODUCTS AND SERVICES



Drug discovery and development

PRIMARY OBJECTIVES

- Evaluate the quality of feedback given to pharmaceutical sales reps by field coaches or sales leads by embedding AI-driven evaluation capabilities within a feedback form built in Veeva
- Improve the quality and consistency of feedback by ensuring it's specific, actionable, and aligned to defined expectations
- Embed compliance safeguards to legal and regulatory risk
- Standardize evaluation criteria across all sales reps to drive more effective skill growth and commercial impact

RESOLUTION

- Designed and implemented an AI-enabled feedback evaluation API, ensuring the deployment meets modern security standards
- Configured AI prompts in close collaboration with stakeholders to align on structured quality and compliance requirements
- Enabled instantaneous feedback review and automated generation to reinforce key insights and action items

KEY BENEFITS

- Improved clarity, actionability, and consistency of feedback across all sales reps
- Reduced compliance risk by proactively identifying vague or non-compliant language
- Strengthened rep development and overall effectiveness through structured, outlining clear growth pathways

“Coaching is one of the most important levers we have to drive performance in the field. This tool helps managers make every coaching conversation count, and we’re excited to see how it moves the needle on rep development over the coming quarters”

- Director, Data Science and Advanced Analytics

CONTACT US

