

## Vivactis CHATBOT services

Application: sales and  
marketing training, life science  
industry.

[www.vivactis.ch](http://www.vivactis.ch)

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**HOW to keep your  
organisation up to speed,  
aligned and engaged?**

# What if?

**Problem** - intensified by Covid:  
Businesses fall behind when employees are not up to date and disengaged

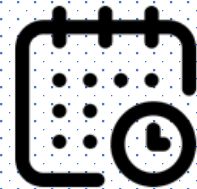
## Employees



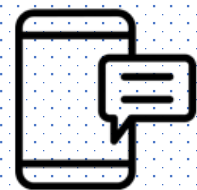
work on the go and remote



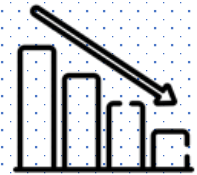
neglect silos like intranet or LMS



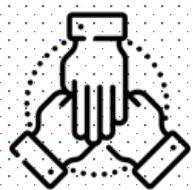
have 4 minutes per day for learning\*



have moved away from old channels



forget 80% in one week



disconnect

\*source: Deloitte

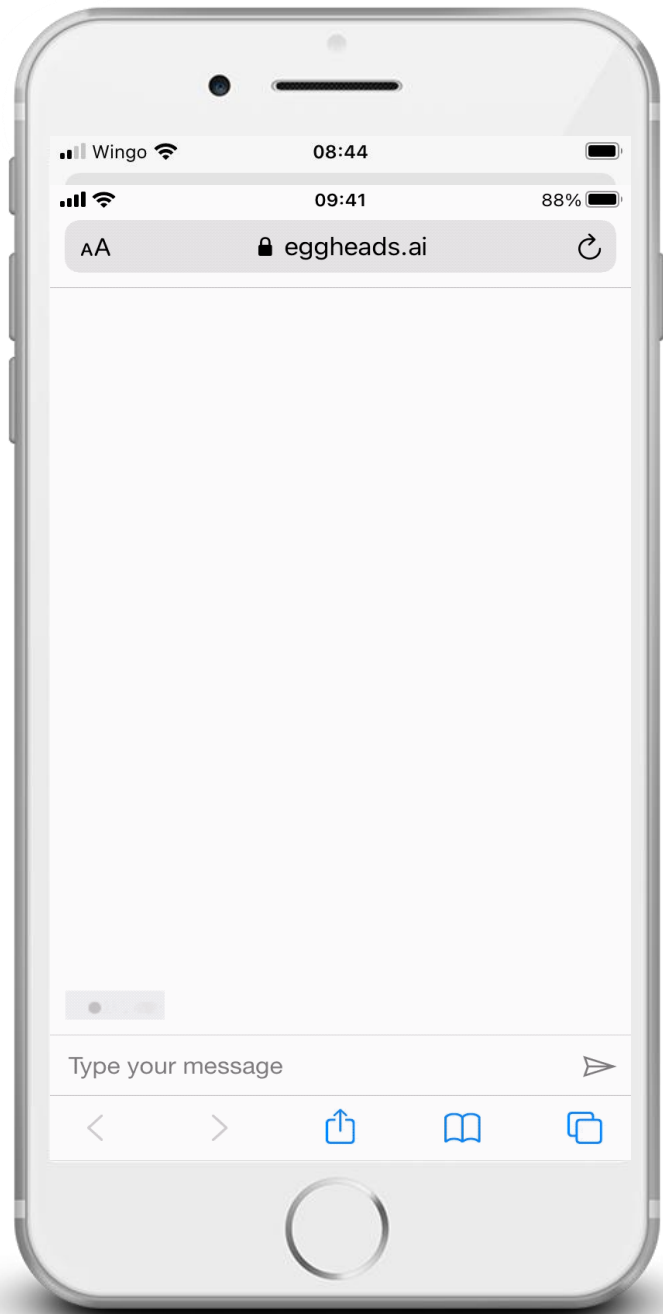
**What if** we had a solution which could allow reimagining knowledge transfer to adapt to employee behaviour and expectations?

A **solution** which would be...

- simple
- quick
- mobile first
- interactive
- directly accessible
- user-centered

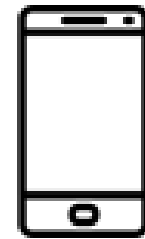
# The SOLUTION

Make it easy and fun to stay relevant at work and give feedback, by interacting with a chatbot...



It is like a chat with a friend, but on the other side is a machine.

## Inform – train – engage employees!



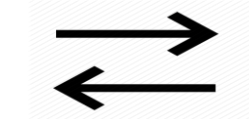
On their favorite device



In their favorite format



Integrated



Interactive



Short & easy to set up



Fun!

A Swiss technology by:



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# The SOLUTION

Particularly adapted to...

## Most common use cases:

Sales  
Trainings

Customer  
Service  
Training

Trainings &  
Events:  
Warm up,  
Reinforce,  
Check

## Other use cases:

Employee  
Onboarding

IT Security  
Aware-  
ness  
Campaigns

Compliance  
Training

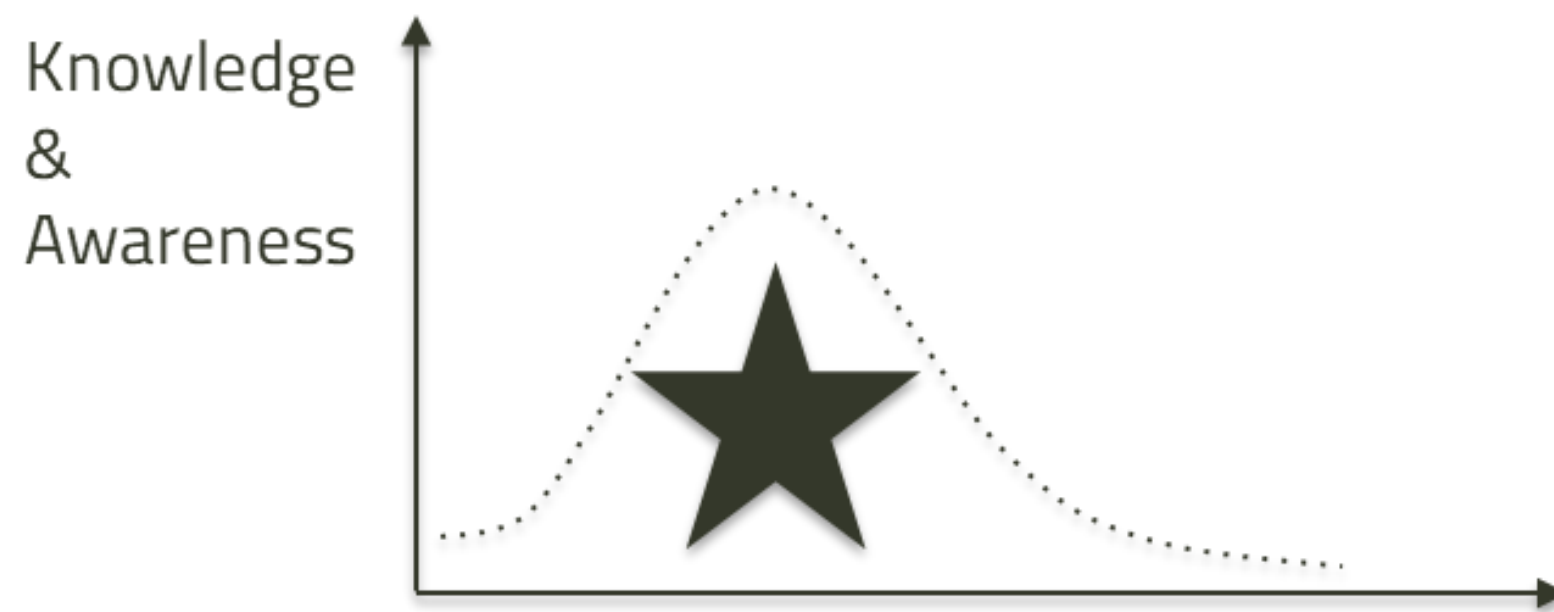
## In the life science industry:

- pharma
- biotech
- medtech
- digital health
- diagnostics
- nutrition
- cosmetics....

***“Frankly, isn’t it time to re-think salesreps’ & marketing teams’ training?”*** Sales Director, Europe, Pharmaceutical Company

# The SOLUTION

Moving from occasional training to continuous training:



### Yesterday:

- One e-learning or seminar
- Once a year
- One hour



### Today:

- Multiple learning nuggets
- Several times a year
- 2-3 minutes each



# Yes, chatbots are **all this...**

## **simple, frictionless**

everybody can chat  
messages are to the point

## **short & efficient**

chat moves fast

## **mobile first**

the experience is rooted on mobiles  
it is no new app: integrated in the apps people use daily

## **interactive**

a chat needs an active user that moves it forward  
users steer the direction and/or speed of the conversation

## **user centered**

the design demands to understand user intent, mood and voice

## **engaging**

feels familiar like a chat on Whatsapp  
a casual tone makes chat lightweight and entertaining

## **personal**

a chatbot can respond differently to meet different user needs and interests

# Our Turnkey Offer



*Conversational chatbots specialists*



*Life science training and education experts*

<b>Chatbot preparation and maintenance</b>	<ul style="list-style-type: none"><li>✓ Technical infrastructure</li><li>✓ Chatbot platform</li><li>✓ Technical consulting</li><li>✓ Yearly maintenance, hosting &amp; technical support</li></ul>	<ul style="list-style-type: none"><li>✓ Training strategy definition, in collaboration with internal trainers</li><li>✓ Storyboard definition</li><li>✓ Project management &amp; Coordination</li><li>✓ Chatbot internal promotion</li></ul>
<b>Content edition</b>	<ul style="list-style-type: none"><li>✓ Support for content upload</li><li>✓ Consulting re. content flow</li></ul>	<ul style="list-style-type: none"><li>✓ Content strategy, according to training objectives</li><li>✓ Regular content reviews and updates</li><li>✓ Project management &amp; Coordination, certifications</li><li>✓ Content updates</li></ul>

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# Real life **EXAMPLES**

- coaching of transformation process (e.g. strategic shifts, positioning, values, mindsets)
- update sales reps (e.g. product knowledge, sales skills)
- sales simulations (e.g. managing customer counter-argument)
- customer service trainings (e.g. product knowledge, systems, how to deal with customers)
- enrich learning journeys
- fast-track eLearning (on the move)
- follow up and reinforce after events or courses; knowledge testing
- surveys/feed-back
- fun quizzes, “edu-gaming”

## Let's get in touch!



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