



CRM INSIGHT GENERATION FOR MEDICAL & SCIENTIFIC AFFAIRS

Unlock the Insights Already Living in Your CRM

OVERVIEW

The most valuable data, the scientific feedback your teams captured from KOL interactions and Advisory Boards, is in the free-text interaction notes. Qoniq acts as the AI-enabled analytical layer that transforms your CRM data and advisory board transcripts from a data graveyard into a strategic intelligence asset.



Qoniq



What Qoniq Delivers:

1 Getting the Most out of Unstructured "Free Text"

- Extracts themes and changes in sentiment from your team's CRM data and advisory board transcripts
- Applies sentiment analysis to detect how HCP perceptions of a product attribute or clinical trial results are shifting over time
- Detects "weak signals" - emerging questions or competitor mentions that might appear in only a small percentage of entries but signal a growing trend

2 Bridging the "Insight Gap"

- Automatically tags CRM entries against your key questions or strategic pillars
- Cross-references field insights with external data sources, surfacing whether what KOLs are saying matches what is being published in the latest journals
- Connects the field to the home office so no strategic signal gets lost in a log entry

3 Improving Data Quality Over Time

- Helps teams focus on the capture of high-quality scientific insights versus logistical notes only
- Provides leadership with a clear view of where insight capture can be strengthened
- Informs refinements to CRM "Insight Capture" forms so future data collection is more strategic and valuable

4 Traceability & Compliance

- Every AI-identified trend is traceable to the specific, anonymized interaction logs behind it
- Insights are defensible before they reach executive leadership or boards
- Built for the scientific standards of Medical Affairs, not retrofitted from a generic analytics tool

