

ZAIDYN AccessMonitor™ S2'25 Release Preview

Production: October 31, 2025

This release enhances the overall user experience and analytics through expanded engagement metrics, introduces the Zaidyn Smart Assist Beta—an intuitive AI chatbot for easier data access and includes internal enhancements for improved platform performance.



Objective

Provide **Best Time to Call** insights in **AccessMonitor** to help users identify the **optimal times of day** when HCPs receive the highest call volumes, including an **industry-level view** and **Best Day to Call** details.

Introduce the **ZAIDYN Smart Assist Chatbot**, powered by **Alter Igo**, within the **Affinity Portal** to provide **faster data analysis**, automated **insights**, and a more intuitive, user-friendly experience.

Implement **automated Quality Control email triggers two weeks before** the defined timelines and update **Power BI overlap summary views** to improve operational efficiency.



Impact

Improves the **relevance of HCP profile information**, providing users with actionable insights on when HCPs are most likely to engage.

Empowers users to **independently generate insights** with minimal support, streamlining **ad-hoc analysis** and reducing **response times** for custom queries by up to **70%** to drive **faster, data-driven** decisions.

Optimizes platform **processing times** to **improve efficiency** and **user experience**, providing clients with **more time for data review** and enabling the team to focus on **follow-ups** and **value-added tasks**.

Z Aidyn Affinity Monitor[®] S2'25 Release Preview

Production: December 02, 2025

The release strengthens engagement measurement, precision targeting, and industry benchmarking by providing granular HCP interaction insights, and introduces the Z Aidyn Smart Assist—an intuitive AI chatbot for faster, easier access to underlying data.



Objective

Introduce the **Customer Engagement Index (CEI) Plus report** alongside the CEI Industry and **Contributor scores**, providing **Brand and Therapeutic-level CEI** scorers for deeper **engagement analysis and insights**.

Incorporate **frequency metrics** and spread of touchpoints across the industry at the **subchannel level** to enhance **reporting**, providing a more **granular view** of engagement patterns.

Introduce the **Z Aidyn Smart Assist chatbot**, powered by **Alter Igo**, in the **Affinity Portal** to deliver faster **data analysis**, automated **insights**, and an intuitive, user-friendly experience.



Impact



Integrating the **cross-channel engagement score (CEI)** for each HCP provides a unified measure of engagement, enabling users to **optimize omnichannel performance** and **maximize the impact** of their engagement efforts.

Enhances understanding of **data-driven engagement trends** through precise **frequency distribution** using **percentile values**, enabling meaningful industry **benchmarking** and effective **comparison of HCP engagement levels**.

Empowers users to **generate insights independently** with minimal support, accelerating **ad-hoc analysis** and reducing **custom query turnaround times by up to 70%**, enabling faster, smarter, and more confident data-driven decisions.