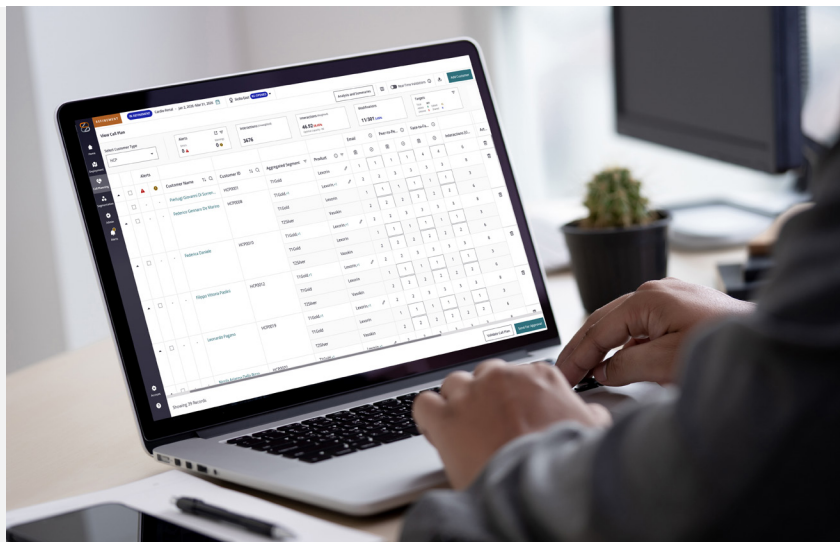


Create and refine your call planning strategy

ZAIDYN® Call Planning



Turn field strategy into targeted call plans

Life sciences companies are burdened with the manual efforts needed to continuously configure and validate plans, slowing execution.

ZAIDYN Call Planning automates how teams create and refine engagement strategy with seamless integrations and data flow across third-party data sources and transparent, measurable execution. It enables them to refine call plans, execute with global scale and drive smarter HCP engagement and sales performance.

Use ZAIDYN Call Planning to:

- Create, review and adjust field-validated call plans that support strategies
- Determine the right channels and HCPs to contact for effective, personable selling cycles
- Track adherence, coverage and workload balance

Creating real-world impact

With ZAIDYN Call Planning, a leading global pharma company streamlined its call plan strategy across 30+ countries:

50%

reduction in omnichannel call plan process times

80%

reduction in turnaround time for call plan visibility and access on CRM

2x

increase in operations capacity to design and refine call plans

Key features



Call plan modeling



Channel frequency allocation



Single, integrated workflow

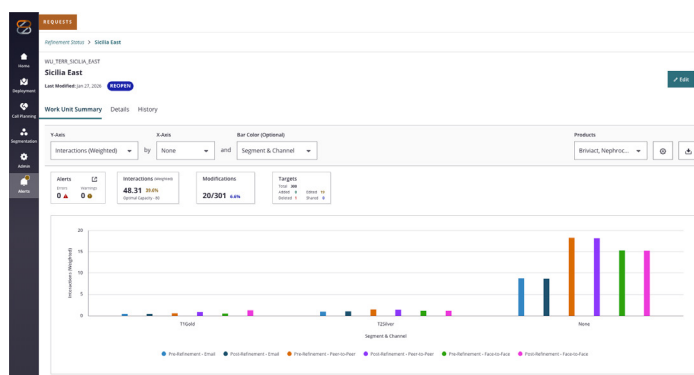


Self-service and governance

Our solution

ZAIDYN Call Planning is built with configurable rules and guardrails that help life sciences companies plan once, adapt with agility and execute with confidence.

Control strategy and boost call impact



- Configure market-specific rules and thresholds
- Auto-generate plans to scale operations
- Reduce onboarding time with a self-service interface

Refine plans to target the right leads

Alerts	Customer Name	Customer ID	Aggregated Segment	Product
1	Pierluigi Giovanni Di Sorrento	HCP0001	TIGold	Lexorin
	Federico Gennaro De Manno	HCP0008	TIGold-v1	Lexorin-v1
	Filippo Vittoria Pastori	HCP0012	TIGold	Lexorin
	Nicola Arianna Della Rizza	HCP0020	TIGold-v1	Lexorin-v1
	Caterina Di Santoro	HCP0023	TIGold-v1	Lexorin-v1

- Receive, collaborate and act on instant call feedback
- Verify adjustments and quickly act on refined plans
- Monitor plan engagement and performance to ensure team alignment

Learn more: [ZAIDYN® Call Planning](#)

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 15,000 employees in over 40 offices worldwide. To learn more, visit www.zs.com or follow us on [LinkedIn](#).

