

Re-Imagining Rep Incentives with AI & Emotional Intelligence

AI-Driven, Human-Centric Incentive Compensation for Pharma Field Force

The pharmaceutical industry faces **20-30%** annual attrition, **84%** of reps missing quotas, 11.2-month ramp-up times, and **44%** leaving within **90 days**. Our AI and EI-based incentive compensation system addresses these challenges by rewarding Rep behavior, customer impact, and learning-not just outcomes.

8-12%

Attrition Reduction

15-25%

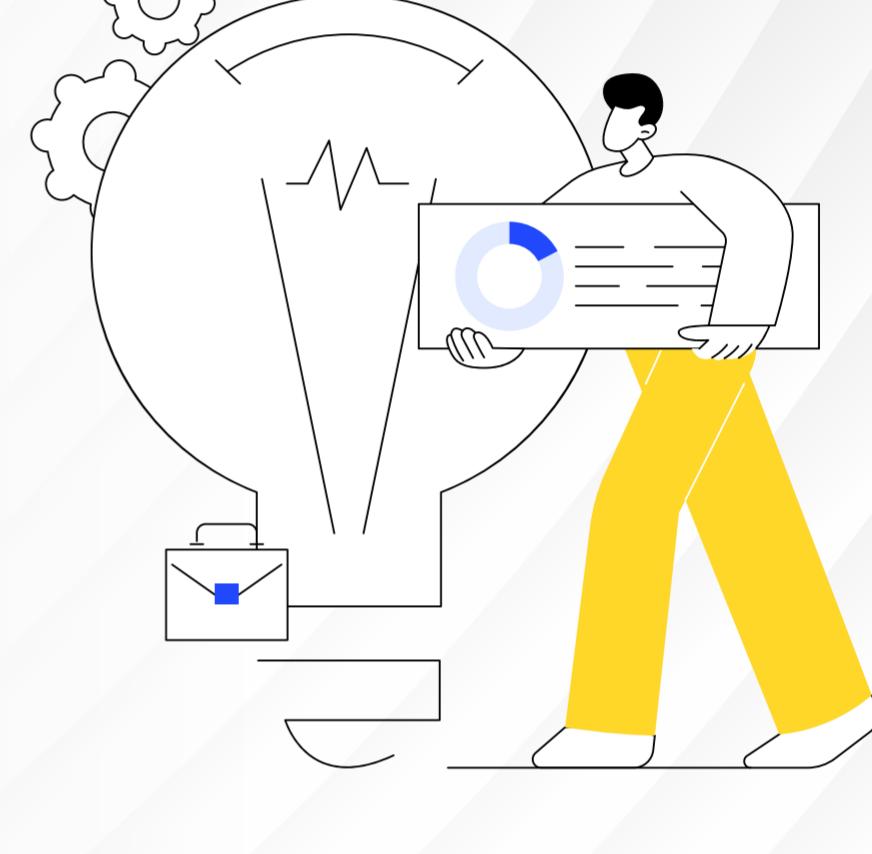
Quota Attainment Lift

20-30%

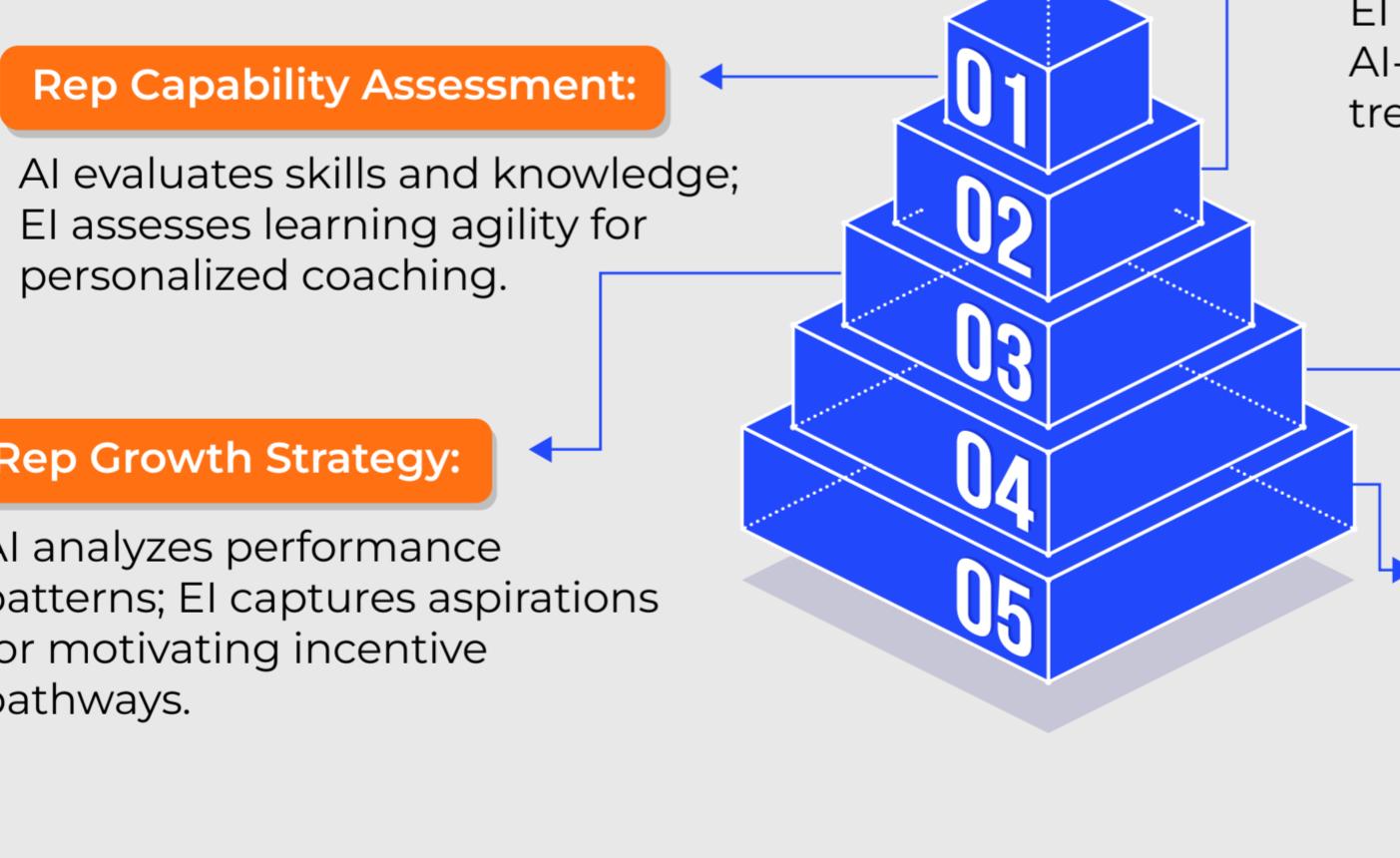
Faster Ramp-Up Time

What sets us apart

- **Multi-Dimensional Performance Framework:** Assesses Rep capability, HCP engagement quality, behaviors, and resilience-not just sales numbers-ensuring fair recognition.
- **Intelligent Budget Allocation:** Data-driven distribution that increases Rep eligibility by 25-40%.
- **Emotional Intelligence Integration:** Analyzes Rep sentiment via pulse surveys and NLP to identify stress patterns and enable timely interventions.
- **AI Mentorship for Every Rep:** Personalized AI companions deliver real-time insights, identify gaps, and provide biweekly feedback linking effort to reward.



Five Pillars of Modern IC Design



Business Impact That Matter

Digital Adoption: Raises the percentage of HCP digital engagement from

33% to 45-55%

CRM Compliance: Enhances data discipline by

20% to 35%

Manager Effectiveness: Reduces coaching blind spots by

30% to 40%

Territory Fairness: Reduces quota disputes by

50% to 60%

Market Growth: Drives

8-15% territory improvement

IC Eligibility: Increases Rep participation by

25% to 40%

Why Polestar Analytics?

Combining real-world pharma success with deep industry expertise, **Polestar Analytics** is a leading trusted data, analytics, and AI solutions partner delivering proven, transformative outcomes for Fortune **500 pharmaceutical companies worldwide**.