

# 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%**

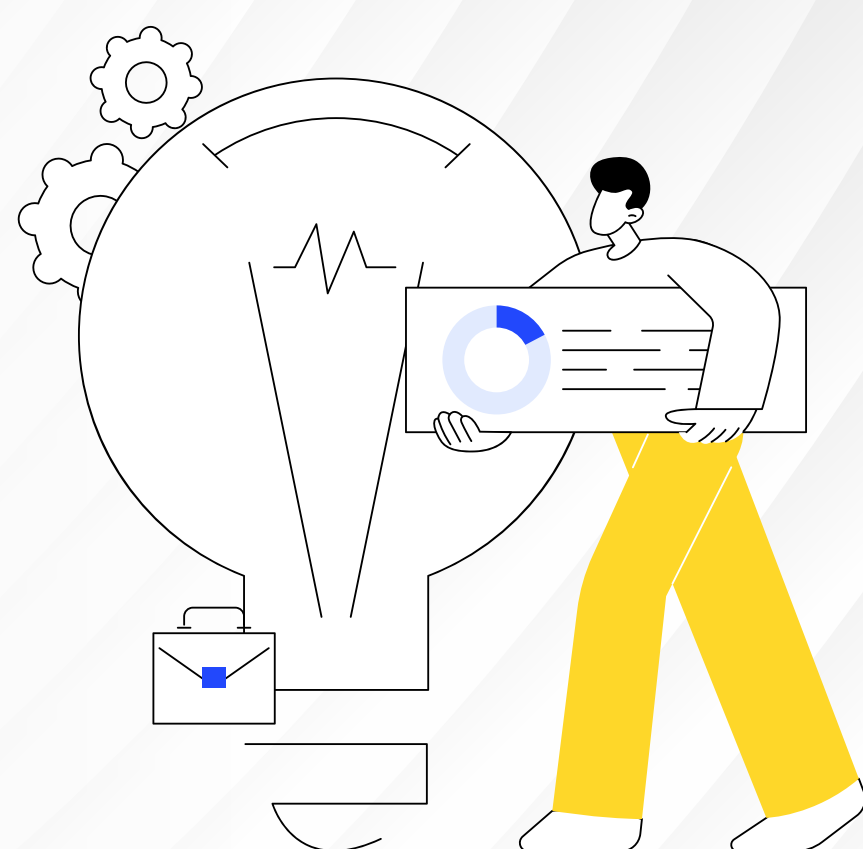
Quota Attainment Lift

**20-30%**

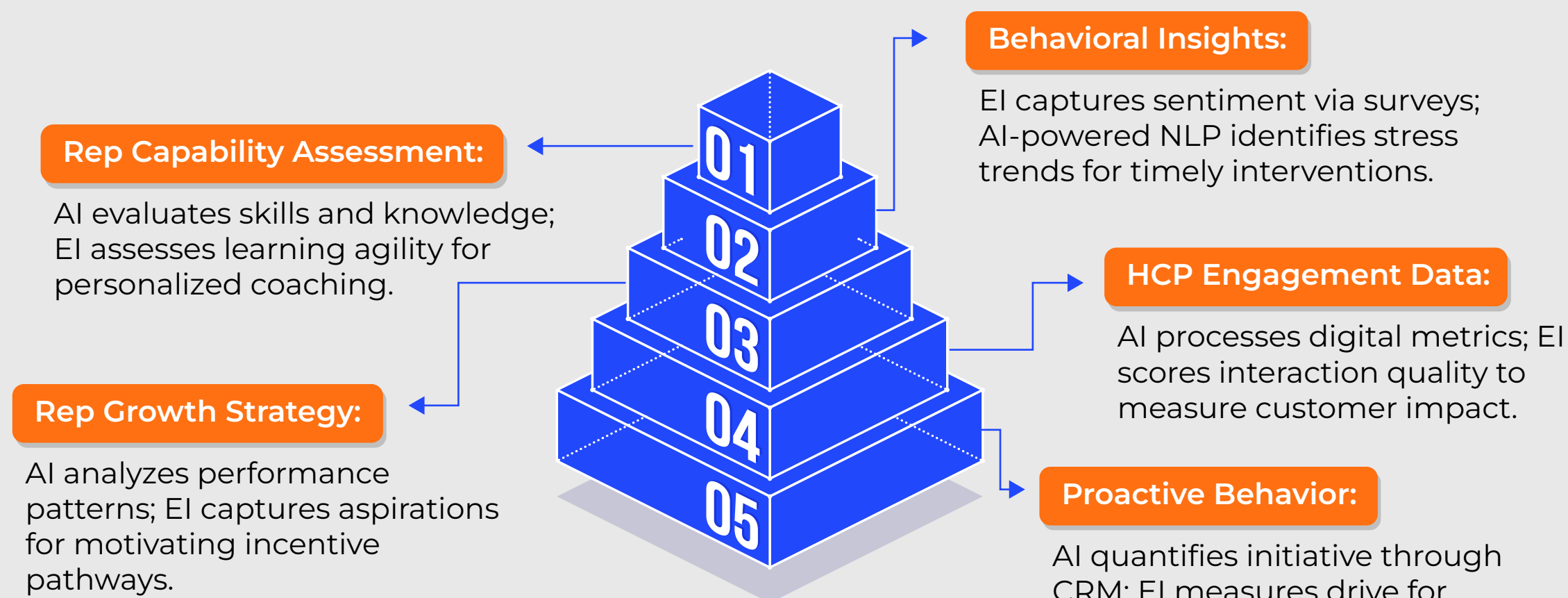
Faster Ramp-Up Time

## 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**.