



Much more than the standard DFU

**A truly holistic approach to measuring
communication effectiveness**

The intelligent DFU

The logo for Adelphi, featuring the word "Adelphi" in a teal, cursive script font with a horizontal line underneath.

enhanced thinking series™

**The ConneXion™
Database**

The means to benchmark
vs others via key
metric norms

Total Call Quality

An optional module that
tracks communication of
the brand

**3-Way Perception
Matching**

360° feedback from
marketing to sales
to customer



Virtual Field Visit

An optional module
analysing what is actually
happening in the call

Unbiased Impact

A new way of measuring
rep impact on Rx'ing
without the bias

Message Tracker

Defines which messages to
keep, which to tweak and
which to drop