CALL PLANNING

Axtria at a glance

Axtria is the leading life sciences analytics company. We combine Industry Knowledge, Business Process and Technology to help our clients make better data-driven decisions.

- More than 650 employees worldwide in 7 locations
- Over 25 principals with 15+ years domain experience
- Partnered with more than 60 clients, including 8 out of the top 10 life sciences companies

Optimizing Call Planning to Meet the Needs of Today's Buyers & Influencers

Call Planning is a crucial step in the commercial operations process to create a balance between a company's brand, sales and tactical goals. With face-to-face sales visits getting expensive, improving adherence and performance amongst call planning representatives is key to meeting strategic and operational objectives. Pharmaceutical companies not only need to thoughtfully plan their sales efforts but also need to have the sales representatives fully bought in to the plans to get maximum leverage for their promotional investments.

With integrated delivery networks (IDNs) owning more than 60% of physician group practices, they are more in charge of defining treatment protocols than physicians themselves. A recent report from Capgemini revealed that 42% of doctors affiliated with integrated health networks said they are not allowed to see reps. This implies that having real-time knowledge on physician activities and their permissible engagement levels will aid in optimizing today's call planning activity. This is in addition to the need to gauge the impact of non-physician customers such as pharmacists, patients, and payers and develop call plans which allocate optimal promotional efforts to the new target audience.

Call Planning Centre of Excellence

Optimizing call planning involves a deep understanding of the industry domain, strong process governance and flexible cloud technology. Axtria's dedicated 'Centre of Excellence' supports highly optimized and transparent call planning processes which meets operational objectives and is aligned with local market realities. Our call planning experience encompasses pretty much every possible variation on pharmaceutical selling challenges: multiple stakeholders, emerging selling models, intricate rules-based complexities, large datasets and disparate channels.

Simplify Rollout and Review Process
- Separate New vs. Existing targets and identify frequency changes
- Separate rep frequency from Home Office recommendations
- Roll out disruption over multiple call plan cycles

Improve Communication
- Educate sales about customer valuation methodologies
- Share results of peers reps / territories to motivate the field

Incorporate Feedback
- Incorporate feedback from field in subsequent call plans
- Conduct ongoing audits to inform business rules for next cycle

Why Axtria

People: Our call planning experience encompasses pretty much every possible variation on pharmaceutical selling challenges.

Process: Structured and best practice processes for implementation and support of all sales performance management application.

Technology: Delivery accelerator with cloud based Axtria SalesIQ™. A cloud based collaborative platform to enable sales reps to adapt call plans and collaborate with other reps.

Axtria SalesIQ™

Axtria SalesIQ™ is a cloud based sales operations platform with integrated Territory Alignment, Call Planning, Incentive Compensation and Field Reporting. Built on Force.com, the platform provides a rapid accelerator to deliver sales planning and operations capabilities to Salesforce and Veeva customers.

Axtria SalesIQ™ Call Planning capabilities include:
- A web-based collaborative platform that enables sales reps to adapt call plans and collaborate with other reps in the field
- Generates an automated, customized and collaborative call plan that involves all the key stakeholders
- Provides detailed level QC reports to enable efficient pin pointing of potential issues in call plan generation
- Allows rep adjustments coordinated across sales teams
- Provides configurable business rules/approval process to manage the changes and their impact

Pre-built integration with Veeva, alongside industry specific data objects and functionality provides the leading sales planning and operation management solution for the pharmaceutical industry. Single sign-on and a familiar look-and-feel provide a seamless user experience, and the shared database means minimal integration.

> " *Post implementation, more than 95% of sales accessed their call plans through Axtria SalesIQ™.* "

Customer Case Studies

Call Planning for a Top 5 Pharmaceutical Firm with 1600+ Reps

The Client, a top pharmaceutical company, was looking for a partner to manage and execute their call planning processes while ensuring increased efficiency and effectiveness. Post implementation, more than 95% of the sales force accessed their call plans through the Axtria SalesIQ™ call planning module, which supported complex business rules, account and physician level call plans development and support for roster changes during the feedback window.

Target List creation for a Leading Pharmaceutical Manufacturer

The US Oncology franchise of the client was looking for a partner to come up with a systematic approach to create target list for physician detailing. Applying data analytics to extensive information sets covering 24 months of diagnosis, procedures and RXs for 8.9M unique patients, Axtria was able to match a significant percentage of existing client targets to those in the APLD file and also recommended business rules for identifying potential additional targets by disease state.

To find out how Axtria can help you optimize all aspects of sales performance visit us at
www.axtria.com

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Founded in 2009, Axtria is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

For more information, visit www.axtria.com

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