

CASE STUDY

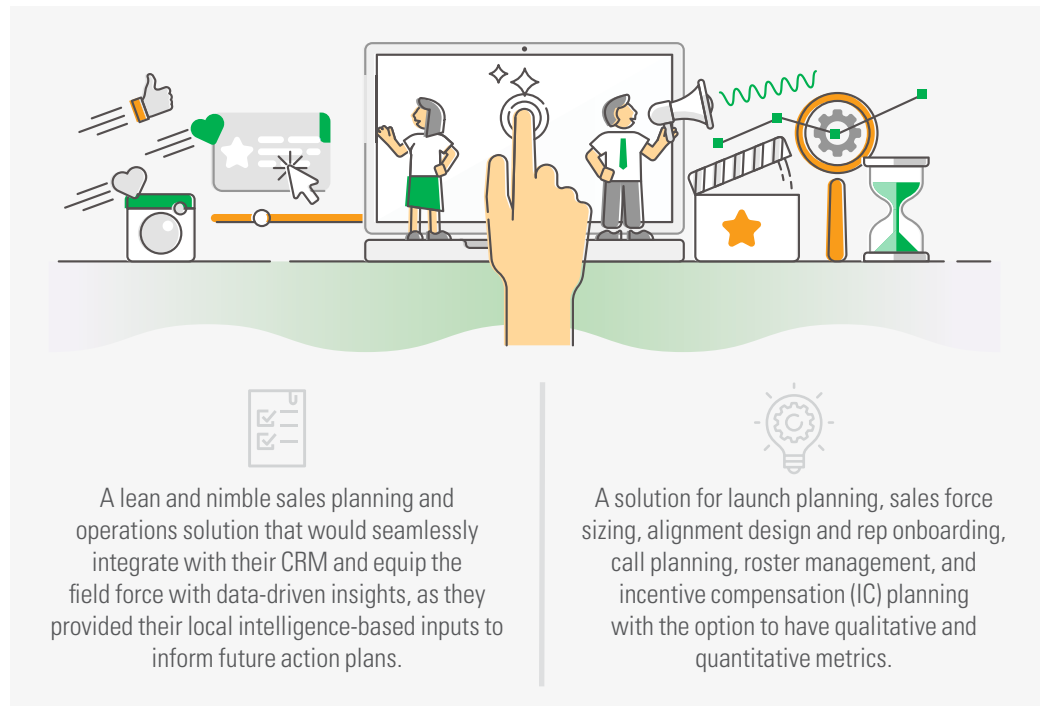
A SALES STRATEGY SOLUTION FOR A NEW LIFE SCIENCES' PRODUCT LAUNCH



BUSINESS SCENARIO

A pharmaceutical company was planning to launch a new product in the neurology market. They wanted to setup internal capabilities to enable a successful launch of the new product and a one-stop solution for sales planning and operations.

Their requirements were as follows:



The company was looking for a partner that brings in a combination of domain, consulting, platform, and process expertise to help them setup sales and marketing analytics and sales operations functions. The Sales Operations leadership team wanted their investment to be staggered to focus on the product launch while their partner worked with other vendors to set up a solution for the launch.

It was imperative for the company to have their commercial operations be fair, organized, and consistent, especially pertaining to their field force. Given the complexity of the business scenario, it became extremely time consuming and difficult to execute their daily operations throughout the year without a business partner to help them execute their sales strategies.

CHALLENGES

With the Sales team being the foundation of the operations, it is incredibly important for them to be motivated. This would lead to the Commercial Operations team experiencing relatively low attrition, which allows the company to meet their revenue goals.

The nature of the business challenge was that there were a lot of variables involved, all of which changed or updated at different times in the calendar.

A few key challenges that needed to be addressed were as follows:



Diverse Territories

The company had a significant presence over the geographical area with approximately **90 Sales Reps across the country**, all with different assigned territories.



Frequently Changing Operational Items

There were several frequent changes in the operational items, such as **employee assignments, healthcare professional (HCP) primary address locations, target/prospect list, and IC rules.**



Inconsistency Across Disciplines

The **company information was not in sync**, and with many variables it was incredibly difficult for the Sales Operations Home Office (HO) to ensure consistency across disciplines, while treating all employees fairly.



Impediments Faced by the Teams

Apart from the difficulties faced at the organizational level, the **Sales Operations HO, IT Team, and Sales Team were the most impacted.**



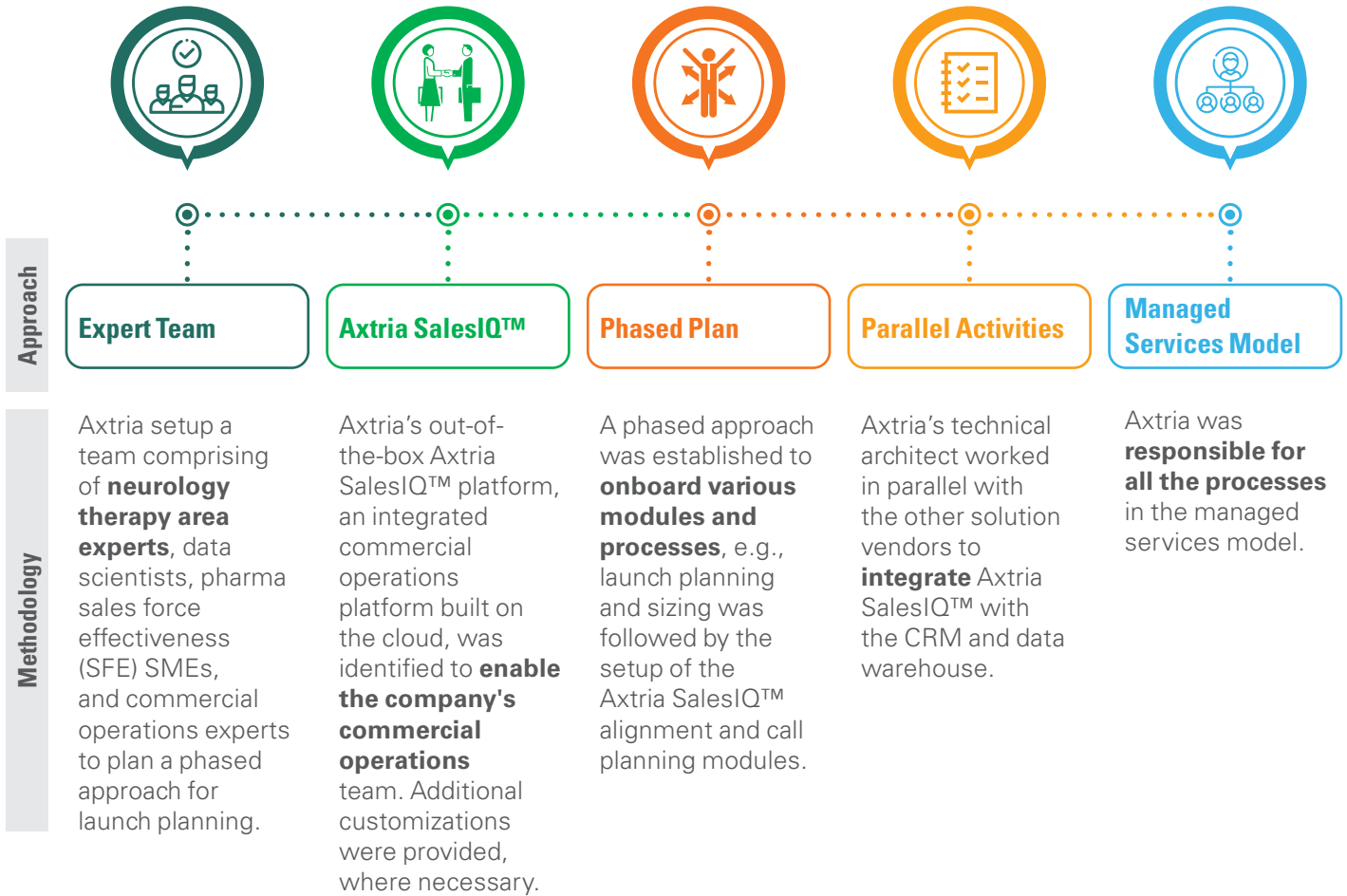
Additional Challenges in the Project

After the initial setup, there was a **constant stream of change requests** to help accommodate the field and HO in their daily work, e.g., new reports to be created that would provide additional visibility for HCP movement or a request for the ZIP universe to be refreshed on a quarterly basis.



APPROACH

Axtria designed the following approaches to formulate a sales strategy for the new product launch in the market:



BENEFITS

Impact on Sales and HO Productivity

- Sustainable cost efficiencies and reduced IT costs:** Axtria SalesIQ™ fully integrated with the company's upstream and downstream systems. The integration between Axtria SalesIQ™ and the CRM allowed for **daily updates and enabled the integrated data change requests (DCRs) module to function**. Fully automated processes enabled the company to **reduce IT costs and cycle times by over 20%**.
- Agile change management:** The planned launch was complicated due to the COVID-19 pandemic. However, Axtria SalesIQ™ allowed the company to **pivot and move forward with a soft launch** as planned. As a result, the company was able to roll out the incentive program on schedule.
- Superior field experience:** Axtria SalesIQ™ proved to be a one-stop shop for the field force for alignment, call plan, IC, and data validation, bringing in synergy in field operations. The automated approval system for DCRs **has allowed the field force to understand how the DCR review process works**.



High User-adoption and Adherence Rate

- The Axtria SalesIQ™ platform achieved a **high field-user adoption rate of 98%**, enabling a single source of sales operations truth for the field/HO.
- **100% adherence to SLAs** for platform uptime and field-query resolution, leading to increased sales force productivity.

Record of All Actions

- The company now has a **system of record for all commercial operations actions**, such as target flag changes, address changes, employee assignments, terminations, new hires, and payments.

Ease in Accountability and Troubleshooting

- **Troubleshooting data issues and holding field members accountable for their actions has become easier** because Axtria SalesIQ™ is their source of truth/system of record. The HO team can point to the logs and records that the field members submitted in times of dispute, which greatly helps diminish the one-off case treatments.

Successful Launch and Enablement of Internal Functions

- Axtria enabled the company in setting up end-to-end processes for the product launch. They were able to successfully **onboard the sales organization and launch brands** with a small team, which was trained and supported by Axtria and its platform and services.
- The Axtria SalesIQ™ platform and frequent consultation were critical for the HO, as this **provided them with certainty that their target HCPs were correctly aligned**, can be re-aligned if necessary, and allowed their field force to view and edit this information with ease.

Custom-built DCR Module

- Through Axtria's custom-built DCR module, the company was able to process **primary address change requests** for its entire HCP universe on a daily basis, while using intricate approval workflows.
- The approval workflow allowed **records to be kept of every change** for all HCPs and addresses. This is especially valuable when investigating disputes or confusion because Axtria SalesIQ™ keeps records of all requests and actions taken.

Commercial Design

- Designed a commercial model optimized for COVID-19 impact in alignment design, call plan, and IC plan design. This led to the nimble execution of the adjusted sales force strategy, resulting in **91% forecast attainment with just 35% of the planned effort**.

Axtria delivered on the company's critical requirements with the Axtria SalesIQ™ platform and a variety of customizable offerings to achieve a single uniform system of record for organizing and viewing all commercial items, as required.



ADDITIONAL STEPS

Axtira continues to support ongoing operations, while building change requests based on the company's requirements (e.g., frequent HCP DCRs).

In addition, Axtira has advised the company on industry best practices for omnichannel strategy and multichannel call planning to maximize the return on investment for its Sales/Marketing channels, especially during the COVID-19 period.

In this engagement, Axtira delivered more than the expected outcomes for the company, while providing flexibility. All the necessary targets were achieved through a combination of efforts by the team of experts and the prowess of the Axtira SalesIQ™ platform.

Founded in 2010, Axtira is a global provider of cloud software and data analytics to the life sciences industry. We help life sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy artificial intelligence and machine learning. Our cloud-based platforms - Axtira DataMAx™, Axtira SalesIQ™, Axtira InsightsMAx™ and Axtira CustomerIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from data to insights to operations.

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