

CASE STUDY

EMPOWERING THE SALES FORCE WITH FAST AND ACCURATE INSIGHTS

TRANSFORMING THE FIELD FORCE APPLICATION FOR A GLOBAL PHARMA COMPANY



Digital transformation is critical to manage and utilize the volume and variety of data available across an enterprise and derive better insights

INTRODUCTION

The healthcare landscape is changing faster than ever before. Health data is exploding, doctor-hospital affiliations are continually changing, and customer engagements are now taking place across multiple traditional and digital channels. In this transformative market, accurate and insightful data serve as ammunition for companies to make informed business decisions and stay competitive.

There is a large amount of data available across an enterprise, from internal and external sources – R&D, clinical trials, ingredients, dosage, doctor, patient, test, drug and side effects. While these datasets can provide the next level of visibility into patient journeys and HCP decision making, increasing granularity renders them complex.

In a commercial organization, this has a downstream effect on the type and quality of data available to the sales force for their action, directly impacting their effectiveness. A recent study shows that 77% companies¹ believe their bottom line is affected by inaccurate and incomplete data, and on an average, 12% of revenue potential is wasted.

Digital transformation is critical to manage and utilize the volume and variety of data and derive better insights. An integrated and agile business intelligence application can streamline the available data and provide a single window of truth, from the leadership to the sales team, to make better and faster decisions.

This illustration details how Axtria transformed the archaic field force application of a global pharma company to deliver a high-performance application with better data visibility and user experience.



The current field force application was low on adoption due to the lack of data visibility and user-friendly features

BUSINESS SCENARIO AND CHALLENGES

A top 15 pharma company wanted to transform their existing field and home office (HO) reporting application to make it intuitive, responsive and relevant to the sales force. The current application was low on adoption due to the lack of data visibility and user-friendly features.

There were several challenges with the current application vis-à-vis performance and maintenance, data integrity, and insights impacting day-to-day and strategic decisions:

CHALLENGES	EFFECT
Existing dashboard was slow, with an average time of 40 seconds to 1 min to open a new view	Time intensive, caused user frustration
The dashboard lacked the right Key Performance Indicators (KPIs) and framework – the charts were neither intuitive nor provided a comparative analysis	Inefficient tracking of performance metrics
User-friendly functions like exporting and sorting accounts based on specific KPIs etc. were absent	Very low user adoption
It took several user-clicks to reach a data point	Poor user experience, and delayed insights
The process of calculating incentive compensation was not accurate and lacked inclusion of business rules	Inaccurate IC pay outs resulted in a demotivated sales force
The database design was not optimized. Several irrelevant objects existed in the database as well as in the BI tool (MicroStrategy)	Increased processing time and lead to inaccurate insights
High volume hampered certain views for HO level users	Processing time was high causing delay in decision making

The company had worked with multiple vendors in the past but had failed to achieve this need.



AXTRIA'S APPROACH

The cloud business intelligence remediation project included consulting, advisory and implementation. Axtria leveraged its pharma industry and data management expertise to carve the following approach:

Quick turnaround
of only eight
weeks using
Axtria's best
people, process,
and technology
expertise

- Assessed the current issues in the application, its performance and impact
- Took inputs from the stakeholders and prioritized the requirements
- Analyzed the reports generated by the current application
- Understood the user perspective and identified improvement opportunities

- Developed a System Integrated Technique (SIT) and reviewed the application using agile methodology
- Built a new data mart layer sequentially
- Created a dashboard with new visualizations and performance-driven data extraction queries at the backend
- Conducted User Acceptance Test (UAT) and iteratively made improvements basis client recommendations
- Followed up with a third-party vendor to deploy the application into production and perform hyper care support



- Put together a set of recommendations basis evaluation and industry best practices
- Sought stakeholder buy-ins
- Solicited and incorporated stakeholder feedback

CLIENT BENEFITS



Visually transformed the app by **>60%**



Application performance faster by **>10** times



Reduced the average number of clicks by **<45%** to increased speed of access to data



Data availability and visibility increased by **30%**

OUTCOMES OF AXTRIA'S APPROACH

With new visualizations, more intuitive charts and KPIs framework, the modern application helped the client gain better data visibility, enabling the sales teams to make quick decisions and analyze sales performance for consistent improvement.

Some key takeaways include:

PROJECT OUTCOME	IMPACT		
10 times increase in dashboard performance	Fast access to data and insights		
At the national level, the overall dashboard journey reduced from six minutes to 30 seconds Some of the other national level examples included:			
	Before		After
• Summary report first time	> 30 secs	vs.	< 5 secs
• Summary to parent account	< 180 secs	vs.	> 15 secs
• Summary to competitors	< 40 secs	vs.	> 4 secs
Upgradation of changes on both web and mobile dashboards	Availability of insights across multiple devices & user interface		
Reduction in navigation clicks across the dashboard	Heightened user experience and ease of access		
Increased data accuracy and data availability on incentive compensation (IC) dashboard to show both previous goals and current goals. The automated workflow can execute as many as 7-8 IC data scenarios	Informed decision making		
Availability of better user and security features, which gets upgraded automatically without any support intervention	Increased user satisfaction and adoption with better data security features		
Creation of new business requirement document, technical design docket and user manual to cover both new and old processes	Process documentation for future use		

CONCLUSION

Digital transformation is foundation to a robust data-driven organization. By replacing the outdated clunky business intelligence platform with modern cloud-based tools, business-critical data can be brought to the fingertips of the end user. It is essential to choose an integrated reporting platform with self-service capabilities and a pre-built library of best practices reports to ease access to data.

Axtria transformed the company's BI platform to enable the Leadership and Sales teams to make faster business decisions. Through use of a contemporary platform with insightful analytics and engaging, mobile-ready dashboards, the organization moved from abysmal user acceptance to high levels of user adoption, snail pace to near real-time analytics, and a modern outlook.

REFERENCES

1. <https://www.experian.com/assets/decision-analytics/white-papers/the%20state%20of%20data%20quality.pdf>

Founded in 2010, 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.

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