AM Axtria Intel Monitor | **DATA SHEET**

MULTI-CHANNEL CALL PLANNING

AXTRIA AT A GLANCE

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We combine industry knowledge, business process, and technology to help our clients make better data-driven decisions.

- 1,100+ employees worldwide in 10+ locations
- 35+ principals with 15+ years of domain experience
- Partnered with 100+ clients, including all of the top 10 life sciences companies

Proven Experience

25+ Clients consulted

20+ Therapeutic areas deployed

800+ Call plans deployed across traditional and specialty products

20K+ Territories with ROI/hybrid call plans

25% Average reduction in total cost

Optimize 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 messaging, brand, sales, and tactical goals. With physical sales visits getting expensive and less favored, improving call plan adherence, adopting multi-channel plans, and performance amongst sales reps is key to meeting strategic and operational objectives. Multi-channel call planning incorporates both channel preferences - digital and traditional. Life Sciences companies not only need to thoughtfully plan their sales efforts but also need to have the sales representatives fully bought into the plans to get maximum leverage for their promotional investments.

With integrated delivery networks (IDNs) owning more than 70% of physician group practices, they are more in charge of defining treatment protocols than physicians. There is an increasing number of doctors (~41% as of August 2017) who are restricting access to reps as determined through a recent survey conducted. It implies that having real-time knowledge of physicians' activities and their permissible engagement levels will aid in optimizing today's call planning activity. It 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' (CoE)

Optimizing call planning involves a deep understanding of the life sciences industry domain, strong process governance, and flexible cloud technology. Axtria's dedicated CoE comprises highly skilled professionals with in-depth knowledge of the pharma market across therapy areas and experience in deploying 800+ call plans for traditional as well as specialty products. Axtria's call planning specialists utilize deep learning and algorithms to supports highly optimized and transparent call planning processes, which meets operational objectives and aligned with local market dynamics. Our call planning experience encompasses almost every possible variation on 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
- Different 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 peer reps/territories to motivate the field

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

Why Axtria

People: Our call planning experience encompasses pretty much every possible variation in pharmaceutical selling challenges with domain expertise.

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

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

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

Click here to learn more about Axtria Call Planning capability.

Highlights of call planning capabilities

- A web-based collaborative platform that enables sales reps to adopt 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 pinpointing 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

(Our best-in-class next generation, enterprise-grade end to end cloud-based platform Axtria SalesIQ™ can enable all of this. It allows commercial organizations to create the right territories, assign the right personnel, target the right customers through the proper channels, and measure and reward high performance)

Key benefits

- Increased sales rep productivity
- Increased field force engagement
- Improved customer experience
- Better call plan adherence
- Optimized allocation of budget across channels
- Maximized ROI

Customer Success

Call Planning For A Top 5 Pharmaceutical Firm With 1,600+ 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 a target list for physician detailing. Applying data analytics to extensive information sets covering 24 months of diagnosis, procedures, and RXs for 8.9 million unique patients, Axtria was able to match a significant percentage of existing client targets to those in the APLD file. Axtria also recommended business rules for identifying potential additional targets by disease state.