

Dermatology Brand Implements Sales Force Integrated Multichannel Sampling



A leading dermatology brand was looking to implement a multichannel sampling program that would integrate with the Sales Force (SF). Ability to seamlessly integrate the SF in the multichannel sampling program resulted in significant increases in Rx and ROI due to the ability of sampling HCPs that were under-served despite being covered by a sales rep.

CLIENT CHALLENGES

- SF-targeted health care professional (HCP) sampling coverage was suboptimal and inconsistent in a significant percentage of SF targeted customers
- SF was concerned about the impact on office access by distribution of samples to their customers via tele-sampling and other non-personal channels

SOLUTION

A multichannel sampling program was developed by integrating all sampling channels with the SF in real-time. Integration with SF enabled better expansion of the program to SF covered HCPs that were still under-served. This on-demand sampling platform processes the requests from eligible HCPs and tracks the workflow with analytics till the loop is closed.

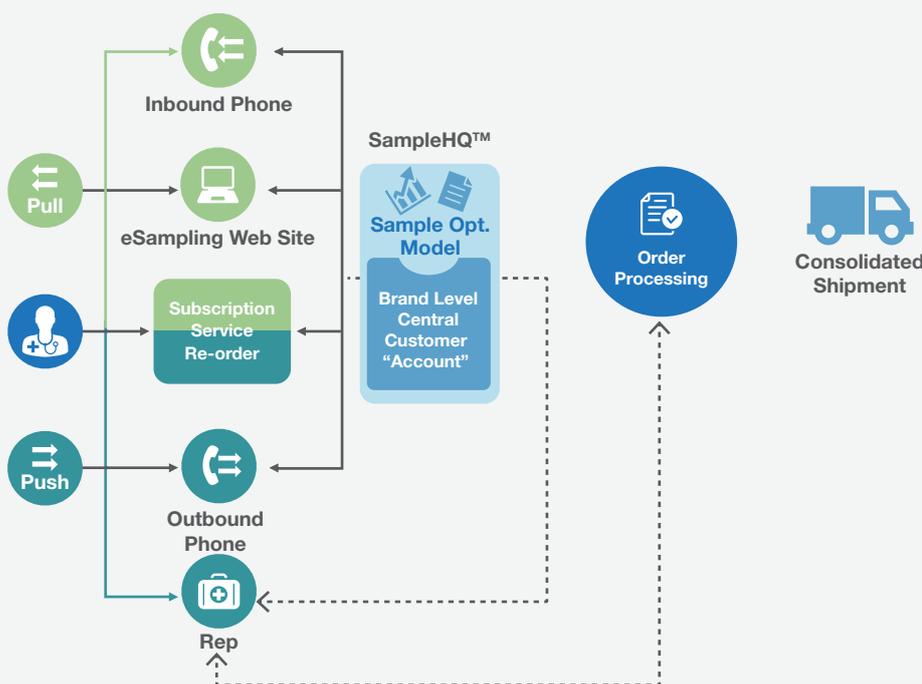
- Sales reps were enabled to manage sampling orders via an automated e-mail system
 - Reps managed right of first refusal over all order for their targeted HCPs
- Integration of all channels to coordinate a single allocation of samples, per customer, at all stages of the ordering process

KEY OUTCOMES

An SF-integrated multichannel sampling program enabled inclusion of SF-targeted HCPs and expansion of whitespace HCP coverage. Real-time integration enabled the reps to automatically manage (accept or decline) orders from the multichannel marketing platform, thus, allowing the reps to retain control of their territory.

- Automated e-mail system allowed reps 24-48 hours to accept or decline orders received from any channel
- 70% of SF targets ended up receiving their samples via multiple channels (=400,000 sample orders)
- \$50M incremental sales over 9 months from inclusion of SF targets

Integrated, Multichannel Sampling



TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

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