

How a \$30Bn healthcare major increased its sales by 18%

worxgo

Client Overview

One of the fastest-growing pharmaceutical companies, it develops and distributes over 600 products for healthcare professionals in India alone. The company has a team of over 109k employees globally that deal with a dynamic product diversity from diagnostics, medical devices, nutrition, therapies & branded generic medicines.

Key Challenges



Improve Detailing
Time for Focused
Brands



Increase Prescriber
Base



Increase
Prescription
Generation

The Medical Reps (MRs) at the Pharmaceutical giant needed to improve their detailing time and prescriber base for focused brands, which would lead to an increase in prescription generation and sales revenue. In order to make meaningful interactions and provide adequate product information, reps needed to increase the detailing time with Health Care Professionals (HCPs). The low interaction rate was resulting in falling prescriber base for the MRs.

Further, the reps needed to sell the desired product mix in order to improve the demand for Focus brands. The management wanted to improve the engagement of MRs with HCPs, by keeping their Reps more **Engaged, Motivated** and **Productive**.

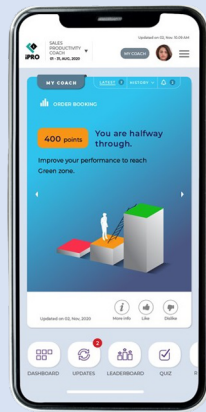
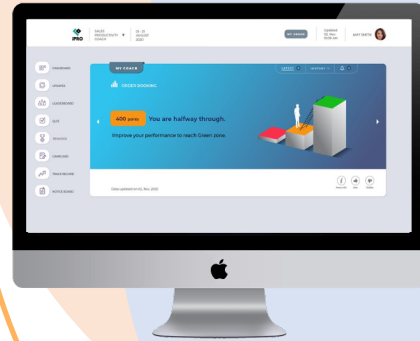
Nudge Coach Deployment

The Pharma company used worxogo Nudge Coach to approach their problems. Based on the Nobel prize-winning concept of Nudges, the coach nudges each representative to cover large territories by helping them build productive behaviors.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges helped reps make meaningful and informed interactions with the ideal number of HCPs.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges helped reps increase their visits & improve upon their detailing time. Instant recognition and rewards, through badges and points, incentivized them to achieve a higher prescription base and improve sales for the focus brands.

The managers could track individual MRs' performance, quickly identify reps not doing well and intervene at the right point. By helping the managers focus on what's really important for each MR, Nudge Coach acted like a productivity wingman, resulting in higher revenues for the company.



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The Outcome

15%

Expansion of the
Prescriber
Base for
Focus Brands

23%

Increase in # of
Prescriptions
generated for
Focus Brands

49%

More MRs' hitting
the Detailing Time
Benchmark

18%

Increase in
Monthly Sales
Target
Achievement

Using worxogo Nudge Coach, the management registered a substantial improvement (from 33% to 82%) in number of MRs hitting the desired detailing time with the HCPs.

This led to a significant improvement in the prescriber base as well as the number of prescriptions generated for the focused brands, which in turn registered a 18% increase in overall sales achievement.