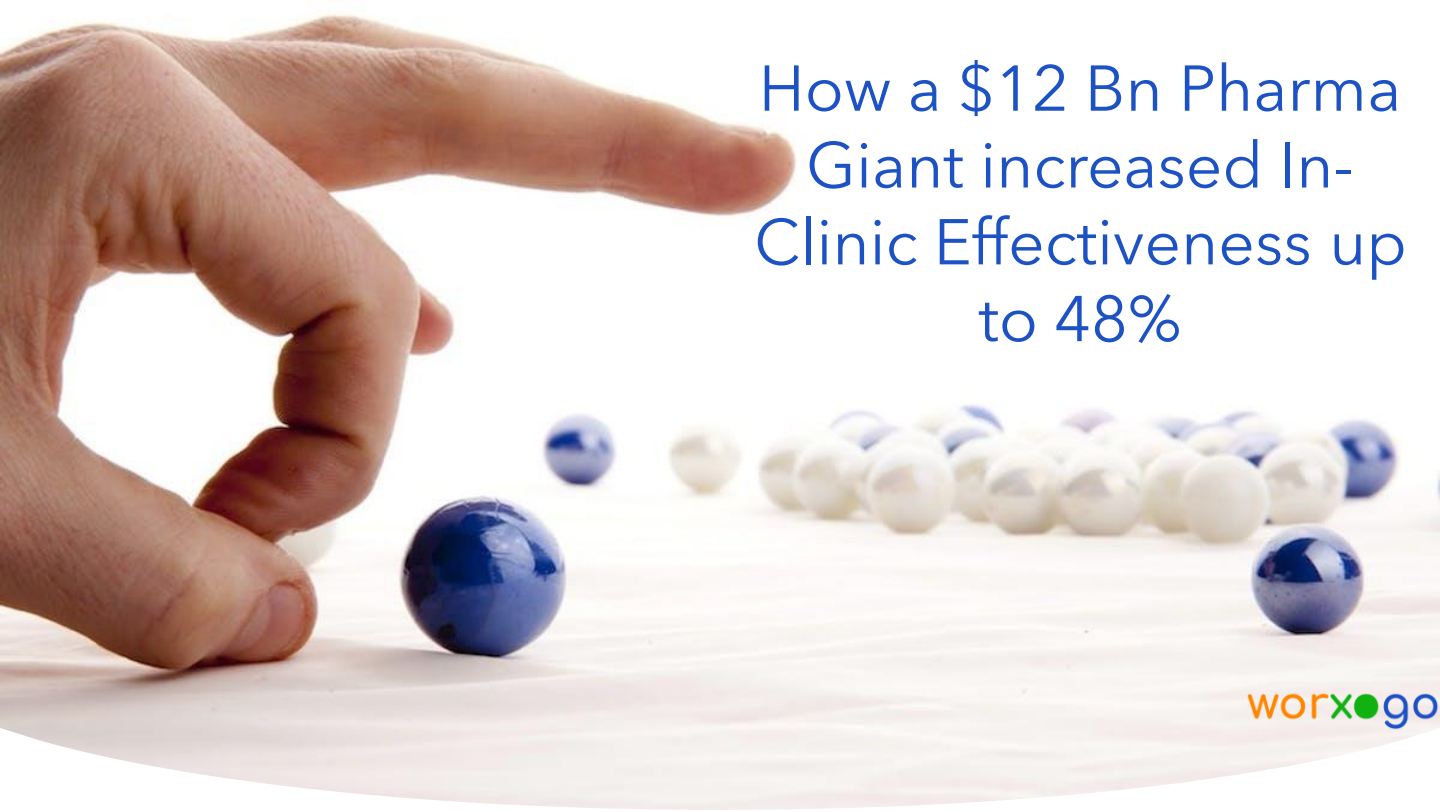


How a \$12 Bn Pharma Giant increased In-Clinic Effectiveness up to 48%



Client Overview

With a market cap of \$12Bn, the Indian multinational pharmaceutical giant employs over 20,000 people. Apart from a diverse portfolio of products and services including APIs & custom pharmaceutical services, the company has a global footprint across USA, India, Russia & CIS countries, and Europe.

Key Challenges



Slumping Time
Span of Physical &
Outreach Meetings



Poor Detailing Time
for Invest and Big
Brands



Low Digital Doctor
Coverage

The Medical Representatives (MRs) of the Cardiac and Gastro division were not adding sufficient value to the clinical setting, struggling to log enough time with the target doctors. The slump in time span of physical and outreach meetings meant low engagement and detailing time. The spiraling performance curve impacted the earnings for the invest and big brands.

The MRs were exhibiting poor remote interaction rate, grappling with digital transition of the pharma ecosystem. The problem was clearly visible through the low numbers for digital doctor coverage. The management wanted to improve the engagement rate of their MRs by keeping them more **Engaged**, **Motivated** and **Productive**.

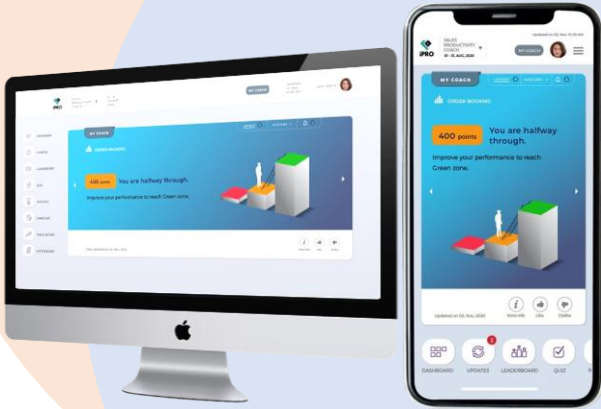
Nudge Coach Deployment

The multinational pharmaceutical company deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged each rep to enhance their engagement capabilities, both physically and digitally.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the reps to improve upon their detailing time and maintain focus on big and invest brands.

worxogo Nudge Coach was integrated with the company's CRM. Daily personalized nudges helped the reps to understand the needs of their target doctors. Instant recognition and rewards through badges and points, incentivized them to hit their behavior benchmarks in line with the required digital doctor coverage.

The managers tracked individual reps' performance and identified and guided reps not doing well at the right point. By helping the managers focus on what's really important for each rep, Nudge Coach harnessed the true potential of each individual and delivered the productivity promise.

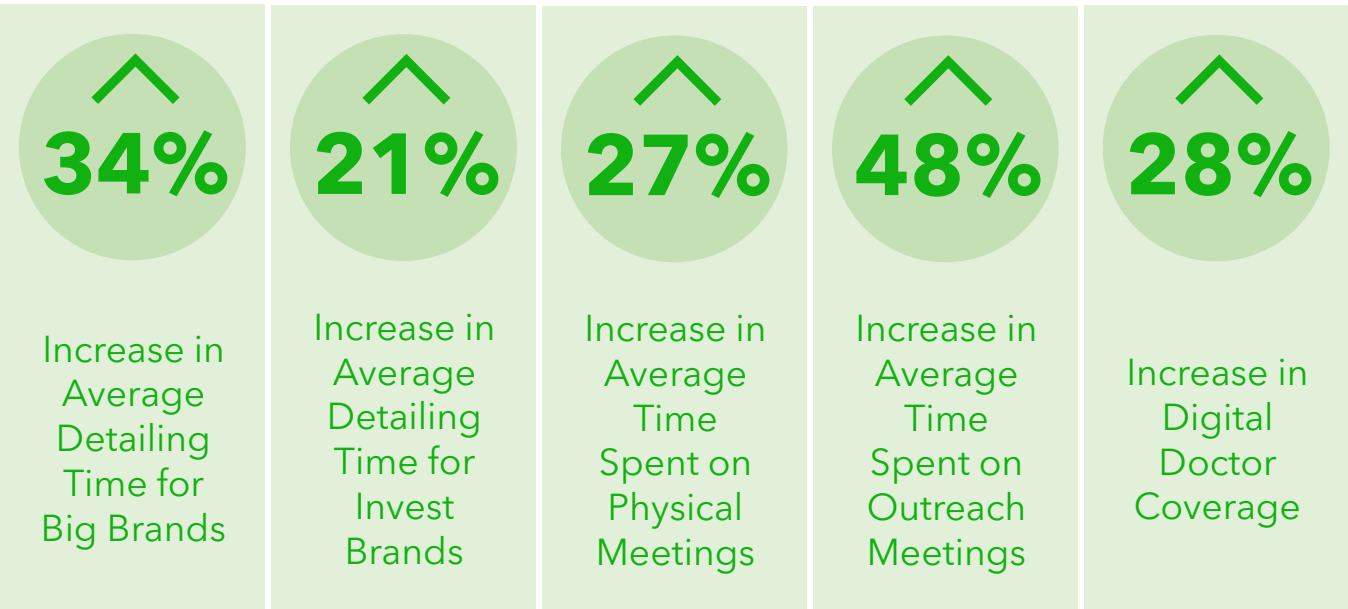


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The Outcome



The use of worxogo Nudge Coach maximized the digital & physical interaction with the target doctors. There was a shift in their focus from manual relationship management to more scientific engagement to ensure that detailing adds value to the healthcare provider as well as the big and invest brands.