CASE STUDY

xOne

*Pharma sales enablement & field reporting tool*

# How a $10B brand eliminated targeting blind spots and found 2,000 untapped physicians with xOne

## SITUATION

The Vice President of Sales for a $10B per year brand noticed a significant drop in performance in Q1. As she dug into the data, she discovered that the sales team wasn't calling on several priority physicians.

## CHALLENGE

The field force managed HCP target lists and execution data manually in Excel spreadsheets – a time-consuming process that created visibility gaps.

Sales reps struggled to identify the right providers to call, and leadership couldn't spot all of the physicians receiving zero calls within a specific time period.

## OBJECTIVE

Sales leadership needed to see the HCPs who were not receiving calls or were falling below targets and a way to push target lists directly to the field without Excel.

## APPROACH

XSUNT built a custom report showing all providers with less than one call that quarter. That report became the homepage in the tool for district managers, so it was the first thing they saw when logging in. With one click, managers could download it to Excel or PowerPoint for reporting to leadership or coaching the sales team.

## RESULTS

The report revealed ***2,000 HCPs in the top of the brand's target list*** with ***zero calls*** in Q1.

This finding triggered a complete restructuring of their target lists, simplified execution tracking across the field force, and gave sales reps a single, convenient place to go to determine who to call each week.

"Finding these 2,000 physicians with zero calls revealed a broader targeting issue. Who knows how much business we lost because of it? From that point on, xOne became our single source of truth. Not only did it help us find optimal HCPs, but it showed us the sales team's activity on those HCPs on a daily and weekly basis – which the district managers used to coach the reps. Once we built out this report, we never had issues like that again."

**– Vice President of Sales at a top-20 pharma company**

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