CASE STUDY

xOne
Pharma sales enablement & field reporting tool

How a custom dashboard saved sales leaders 4-5 hours per week

SITUATION

District managers and regional business directors needed snapshots of sales performance and execution data to prepare for field rides and quarterly reviews.

CHALLENGE

Sales leaders spent 4-5 hours every week manually compiling data from multiple systems and working with an analytics team to prepare slides. They couldn't quickly spot execution gaps in the field or pull together high-level insights on their territory.

OBJECTIVE

They wanted to eliminate the need to rely on an analytics team for slide preparation. And assess their geography's performance without manual data downloads or analytics.

APPROACH

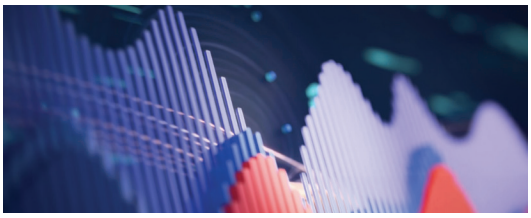
XSUNT created a custom dashboard with the essential KPIs sales leaders needed to understand their territory's performance in just a few clicks.

RESULTS

Sales leaders ***cut reporting prep time from 4-5 hours per week to seconds.*** Now, they can simply log in and download polished presentations, ready for leadership reviews.

With the new dashboard, district managers could pinpoint challenges in the field, fast – from access issues to outreach strategies – so they could coach reps more effectively.

It also highlighted HCPs with growing or declining prescriptions, making it easy to identify which strategies were working and where there was room for improvement.



"The leadership dashboard made it really simple for us to evaluate the performance of individual sales reps and understand where things could improve. We had the execution and sales data right front and center when we logged into xOne, and didn't have to spend hours collecting data from various spreadsheets and tools. Overall, it saved a ton of time and helped us better coach our reps."

– District Manager, top-20 pharma company

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