

CASE STUDY



Custom dashboard in xOne helps field force drive 30% increase in HCP adoption

SITUATION

Marketing launched a nationwide campaign targeting four key HCP segments – from non-users to majority users. The team was looking for an easy way to roll out the initiative to the sales force and compare performance to brand objectives.

CHALLENGE

Sales reps were executing the campaign but couldn't tell if their calls drove behavior change. Without that insight, it was difficult to identify wins or adjust their strategy in the field.

OBJECTIVE

Marketing wanted to enable the sales team to track each prescriber's journey through the four segments so they could measure performance in near real time.

APPROACH

XSUNT built a custom xOne dashboard to track HCP adoption trends by segment that updated weekly with conversion KPIs. This gave the sales reps immediate feedback on how their outreach moved physicians into new segments – and where there was room to improve.

RESULTS

Within two quarters, the brand saw a **30% increase in adoption from non-users into users** – attributed to the reporting that held the field force accountable to the overall brand strategy.



"It was the first campaign where we could instantly connect field force execution to physician behavior change. It showed us that if we can hold the field team accountable to brand initiatives, we'll get better results. Pulling the campaign through xOne and seeing adoption go up gave us the positive feedback that the strategy was working"

– Senior marketer at a top-20 pharmaceutical company



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