

CASE STUDY



Sales rep drives \$60 million in growth with ONE doctor and wins sales rep of the year

SITUATION

xOne surfaced a high-opportunity HCP in a sales rep's territory. He shared the insight with his partner, who was skeptical. She was convinced that calling on the doctor would be a waste of time because she thought the doctor would never convert.

CHALLENGE

The two sales reps disagreed on the strategy. One followed a traditional targeting approach, based on years of field experience and established relationships with HCPs. The other wanted to use data to identify new opportunities and drive growth.

OBJECTIVE

Eager to prove that the sales team should be relying on data rather than gut feeling, the rep began calling on the HCP.

APPROACH

Before each call, he used xOne to understand the HCP's prescribing behavior, patient mix, and unmet needs. Instead of generic messaging, each conversation focused on the provider's specific pain points, backed by data.

RESULTS

After six months of consistent calls, the HCP converted.

She went on to become the **#1 prescriber of the therapy**, driving **\$60 million in prescription growth**, and the **rep won sales rep of the year**.

From that point on, data-backed targeting became the core of their sales strategy.



"At that point, I was the only sales rep at the company using xOne to find high-opportunity physicians in my territory. It's safe to say that this experience catapulted my career. Not only did I go on to win sales rep of the year, but I got promoted to a senior role at headquarters."

– Sales representative at a top-20 pharmaceutical company



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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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CASE STUDY



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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CASE STUDY



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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CASE STUDY



xOne launches an IC contest in days instead of months

SITUATION

A newly launched brand was falling behind a competitor. To close the gap, a brand manager wanted to launch an Incentive Compensation (IC) contest within a few weeks.

CHALLENGE

Whether through an external vendor or an internal team, creating a new IC contest typically took months – time the brand didn't have. The IC team informed the brand manager that the only way to deploy it that quickly would be through Excel spreadsheets and individual emails to each sales rep.

OBJECTIVE

The brand manager needed a centralized platform to host and launch the contest to the field force within weeks, not months, to help them catch up in market share.

APPROACH

XSUNT created a custom report to host the IC contest using existing data sets, mirroring the IC business rules to deploy the contest quickly. This gave the sales reps an easy way to track their performance and stay accountable.

RESULTS

A report that would have taken months with another vendor took XSUNT just 2 weeks to launch.

District managers coached the sales reps based on real-time performance data, and the sales reps could quickly see how they performed relative to peers.

The successful launch demonstrated how xOne could support the brand's commercial efforts in areas far beyond field reporting—*bringing field analytics, brand analytics, patient marketing, and market access together in a single tool.*



"It was so much easier and faster to launch the IC contest within xOne than it ever was in the past with other vendors or internal teams. After this successful launch, we switched from the other tool we were using and now exclusively use xOne for IC initiatives."

– Brand manager, top-20 pharma company



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