

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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