AKTANA

Aktana accelerates target attainment and sales during a critical product launch.

CHALLENGE

With the power to set the trajectory for ongoing sales, launch is one of the most critical moments in the product lifecycle. Historically, however, it's also when decision uncertainty is at an all-time high and rep performance suffers the most. Facing the imminent launch of a new vaccine, one major global pharma company deployed Aktana Contextual Intelligence to give 220 members of its field force a competitive edge during this traditionally chaotic period.
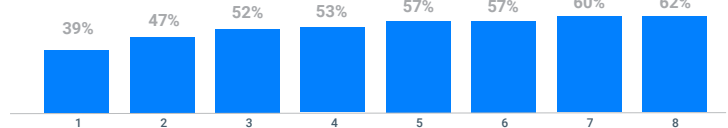
APPROACH

Although reps were armed with call plans and targets for their new product, it was difficult to plan out a strategic route without an established visit pattern to guide activity. To mitigate the uncertainty following launch, reps needed clear direction in real-time. By delivering suggestions and insights directly within their daily workflow, Aktana helped reps optimize their schedules, effectively incorporate new targets into existing routes, and surface the right messaging for every HCP detail.

IMPACT

Steady, ongoing adoption

Rep usage started out at a higher rate and grew consistently during the months following product launch.

Interactions From Suggestions (%)
months after launch

Major improvements for lower-performers

Suggestions were especially effective for lower-performing reps, who approached the level of top-performers and increased goal attainment by 22%.

Strategic Goal Attainment
Bottom 50% vs. Top 50% Performers
months after launch

bottom 50%
top 50%

22% increase after Aktana launch
before launch
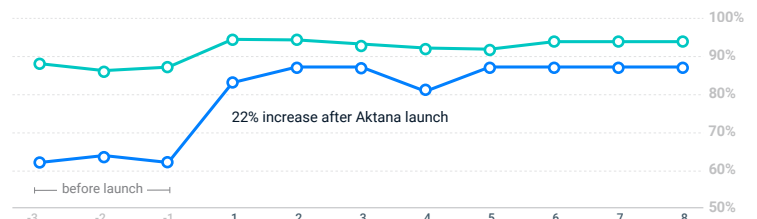
Measurable advantage

Reps who used suggestions grew sales at a faster rate than their peers, outperforming non-users by more than 30%.

Average Sales of Lower Performers by Suggestion Usage
months after launch

low usage
medium usage
high usage

36%