

Aktana helps specialty reps maximize the value of their existing toolkit and pre-call plan more effectively.

CHALLENGE

In the highly-competitive specialty market, success often depends on taking advantage of critical inflection points that only data can reveal. Specialty reps have access to mountains of raw information, but the time to analyze it is in short supply—especially when pivotal data is scattered throughout multiple resources and tools. To help time-pressed reps make data-driven decisions more quickly and efficiently, one major pharma company deployed Aktana Contextual Intelligence to give 200 specialty reps from two sales teams a distinct advantage.

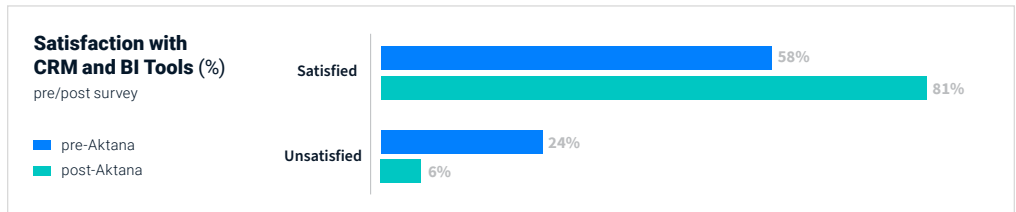
APPROACH

Aktana brought key insights from every tool into one unified view, allowing reps to quickly digest the most relevant information from each resource. While insights facilitated pre-call planning, suggestions kept reps on-pace and on-message. In addition to surfacing strategic talking points for all key segments, Aktana alerted reps when HCPs engaged across channels and helped reps prioritize HCPs with important competitive trends.

IMPACT

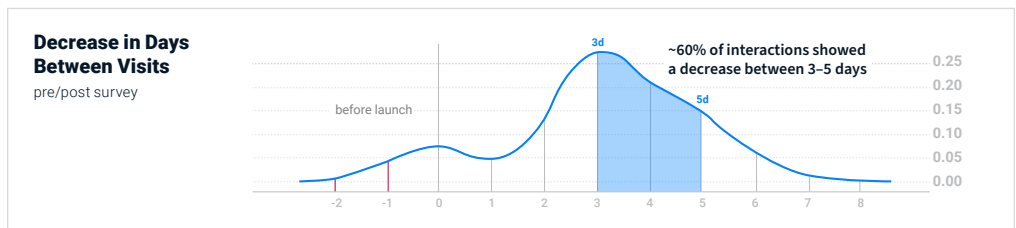
More satisfied reps

Aktana increased the percentage of reps satisfied with the CRM and BI tools they use every day from 58% to 81%.



More frequent interactions

Aktana decreased time between visits to provide a more continuous experience for reps and HCPs alike. For approximately 60% of interactions, time between visits shrunk by 3-5 days.



More effective pre-call planning

Reps who used Aktana found it easier to identify high-impact information and prep for upcoming calls in less time with better results.

