

Bio Pharmaceutical Leader Improves Efficiency & Efficacy with Analytics and Optimization of Staffing Model



Objectives:

- Increase successful call rate (efficiency)
- Increase successful sales call volume (efficacy)
- Sales goal attainment

Results:

- 14.1% increase (5.1 percentage points) in success rate
- 10.6% Increase in successful sales call volume
- 1 FTE increase in efficacy
- 105% to sales goal

“Delivering on the Promise is often as much about the fundamentals of blocking and tackling as anything else. This use case is a great example of how we focused on those fundamentals and significantly improved performance.”

I ask all my Business Directors to deploy and monitor TOD DOW analysis across their portfolio – the results are often astonishing.”

Jodie Klopfer
Vice President, Healthcare

Situation

This Client Partner is a bio pharmaceutical company developing and commercializing innovative medicines targeting unmet therapeutic needs in arthritis, pain and inflammatory diseases. In 2011, the company received FDA approval for a new tablet formulated for the relief of signs and symptoms of rheumatoid arthritis and osteoarthritis.

In Q1 2012 West went to market for the industry leader as a new Client Partner with 10 Sales Associates and a **Consensus Selling** model designed for speed, reach and rapid adoption in clinician offices treating chronic pain patient populations.

The new pharmaceutical was the Client Partner’s first FDA-approved medication in the United States. Time was of the essence and a resource to be managed. Efficient and effective penetration of targets was critical for early adoption and return.

West leadership recognized a need to ensure effort (Call Management) was closely aligned with success (successful call frequencies requisite in Consensus Selling models).

Solution

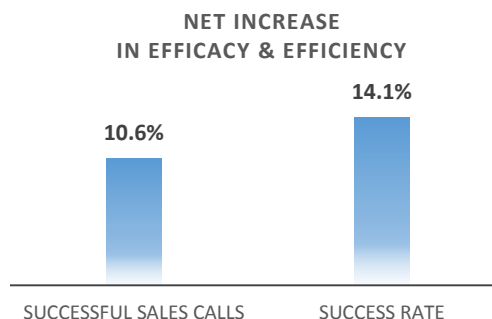
West Operations engaged the Revenue Generation Client Operations Analyst Team to analyze calling patterns and identify opportunities to increase efficiency and efficacy.

Analysts employed Time-of-Day, Day-of-Week (TOD DOW) Linear Correlation to quantify the relationship of staffing to success rates – thereby creating an understanding of how well timing effort and customer interactions tracked with higher probabilities of a successful call. The Client Operations Analytics Team made recommendations to the West Team and modifications to staffing were made.

Results

Analysis of KPIs in the 6 month periods BEFORE & AFTER implementing the revised staffing model revealed staffing was much more highly correlated with successful interactions and the team was now effectively accomplishing with 10 associates what they previously could do with 11.

- 14.1% Increase in Success Rate = $\frac{(SSC\ Before)}{(Total\ Attempts\ Before)}$ vs. $\frac{(SSC\ After)}{(Total\ Attempts\ After)}$
- 10.6% Increase in Successful Sales Calls (SSC) = $\frac{(SSC\ After - SSC\ Before)}{SSC\ Before}$
- 1 Full Time Equivalent (FTE) increase in productivity at no cost to the Client Partner
- 105% to Sales Goal



Improvements Equate to the Addition of 1 FTE

