

THE CHALLENGE:

■ INEFFICIENT DATA RETRIEVAL

A large pharmaceutical company employs over 2,000 sales representatives. Each rep is assigned to a marketing team, based on various alignments such as a geography, drug class, or medical specialty. Each team generated its own weekly sales and marketing reports, spending many employee hours querying for the same prescription data. The process was redundant and time consuming, leaving little time for key employees to analyze the data and make sound decisions based upon this valuable information.

THE SOLUTION:

■ AUTOMATED, CUSTOMIZED REPORTING

Aspect used MicroStrategy, a tool created to convert data into clear, comprehensive reports with high impact visuals such as graphs and grids, based on specific templates. MicroStrategy sends this data into Narrowcast Server, also utilized by Aspect, where the data is then imported into Excel Workbooks. These reports and workbooks are then automatically distributed via personalized e-mails to every sales and marketing team, as well as key management throughout the organization for immediate weekly review.

THE BENEFIT:

■ LESS TIME QUERYING; MORE TIME STRATEGIZING & SELLING

Now that comprehensive, critical sales and marketing reports are e-mailed directly to relevant users throughout the company, the long hours previously devoted to data collection have been eliminated. Not only has this resulted in a significant cost savings for this client, it has also allowed increased time for analyzing the data – now a company priority. Team members now spend this additional time more productively, determining and implementing immediate sales and marketing strategies, ultimately improving the bottom line.