

CASE STUDY

INTEGRATED SALES DATA IMPROVES ANALYSIS

The Challenge

MERGE AND CROSS REFERENCE DATA TO IMPROVE MARKETING ANALYSES AND REPORTS

The client, a leading pharmaceutical research company, has an overwhelming large number of staff and found that the company needed to become more efficient while maintaining accurate and effective analyses and reports. The client previously purchased various forms of sales and prescriber level data which made processes slower and less efficient. Aspect proposed to merge data, centralizing it to significantly improve marketing analysis efforts.

FEATURES & BENEFITS

- Significantly Increased Efficiency by Merging Data to Improve Analyses and Reports
- Successfully Designed and Implemented Reliable and Valid Reporting
- Completed Project Quickly Based on Limited Time Constraints Saving on Time and Costs

The Solution

PROVIDE EFFICIENT DATA STORE, AND DESIGN AND IMPLEMENT MEANINGFUL REPORTING

Aspect's consultants were tasked with providing an efficient data store, designing and implementing reliable and valid reporting within limited timeframe while considering the constraints of the budget. To do so, Aspect's consultants provided centralized access to prescriber level data crossreferenced with SFA call data, transformed the data into an efficient structure for reporting, and provided easy to use and customizable reporting across business units.

The Advantage

QUICKLY IMPROVED MULTIPLE PROCESSES REGARDING ANALYTICS AND SALES

With ACI's help, the client was able to improve sales analytics and improve sales efforts. The solution allowed this client to comprehensively analyze their sales and marketing data and discover associations and trends to better plan and target sales efforts, realizing the following benefits:

- Improved Access to Key Data
- Improved Insight into Prescriber Trends
- Improved Sales Planning