

Case Study: Urology

Sector
Healthcare
Urology

Industry
Medical Devices

Challenge
Integrate disparate data into a unified, actionable solution available anywhere, anytime

Solution
A cloud based mobile SaaS application powered by a leading BI platform

Result
Time saved, ROI increased

Background

A global manufacturer of advanced Surgical Specialty Products and Services headquartered in the northeast was faced with challenges unique to medical device companies. Between healthcare reform, complex sales and contracting models, new promotional channels, fierce competition, and the demand to reduce costs, the company's 900 sales reps had incredible pressure to digest an enormous amount of information to meet their quotas.

Given their customers' demanding schedule, sales representatives had to make each call as productive as possible. Extensive preparation and research was essential: for every individual customer, representatives had to understand their current inventory, buying habits and contract status to identify and position appropriate products effectively. To manage this, the only available tool was a spreadsheet containing the latest product, market, and competitor data for their territories.

Customer challenge

Using a traditional CRM to manage information did not make the process any easier and user adoption was low. The system was used primarily as a data entry tool and for each individual customer, the sales reps had to understand their current product inventory, the customer's buying habits, contract status, the competition, as well as where best to engage with the physician. To manage this, sales resorted to massive and dense spreadsheets of information where there was often a significant data lag.

Information was copious, difficult to understand and by no means actionable. Also, each rep was required to stay on top of over 10 documents and spreadsheets that were updated with varying frequency. Essential sales information was not easily accessible; customer inventory and contracts data was typically only available through convoluted and time consuming internal processes and calls. It required extensive time consuming analysis and understanding of territory information from disparate sources taking valuable selling time away from the reps in the field.

The medical device manufacturer understood that in order to stay competitive, a new solution was required to help the sales team become highly productive performers.

The TikaMobile Med Device Solution

Management evaluated several vendors and concluded TikaDevice™ had the most flexible and expedient ability to meet the company's specific medical device needs. In a division pilot, TikaDevice™ proved in less than 8 weeks that it could rapidly integrate the various and dynamic data sets including those from SAP and CRM, deliver them in a mobile and easy-to-consume format, and most importantly, recommend how reps could best hone in on high value customers.

At a glance, field reps were able to:

- Build their territory action plans based on customer gap analysis and predictive scoring
- Better identify new prospects and opportunities using intuitive geo-mapping capabilities
- Build a call list by querying on key metrics including total volume, market share, account type, and more.
- Improve their understanding of their performance against goals set for each product group.

Management was able to:

- Improve plan adherence by sending automated performance and opportunity alerts to field reps on their mobile devices
- Onboard and coach reps with greater efficiency and success
- Improve alignment with marketing to maximize promotional spend

Results

- Sales went up 14% the first year
- 2-week ramp-up time for new reps
- >80% daily utilization (multiple pages)

After seeing quantifiable ROI with increasing productivity and sales, TikaDevice was rolled out to several other U.S. divisions and went live in Canada and China in March of 2015. Plans to scale TikaDevice to Australia and India are underway. TikaDevice has become an integral part of the sales process with an >80% adoption rate among rep

"Using the TikaDevice has changed the way we do business ...in the first-year sales went up by 14% and we've saved millions in productivity alone"
- National Sales Manager

	Before TikaDevice	After TikaDevice
Average prep time for a physician visit	1 hour - 30 minutes	2-5 minutes
Total hours per year per rep	266	61
Total hours per year for all reps	319,200	73,200