

## Pharma Use Case

## Sales Rep Call Planning

We developed a call-planning app to enable field sales reps to visit more prospects and customers every day. Akin to a navigation app, the app plans routes for field sales reps with the goal of maximizing their sales visits. In addition to the ability to plan an optimal sales route, it generates a monthly call plan for each sales rep.

### Key Performance Indicators

- Call Plan Scorecard – calls made, calls planned, points earned
- Average calls completed
- Execution - calls made to calls planned ratio
- Call Plan Attainment (Percentage)
- Call Plan Attainment Rank

### Users

- Sales Representatives
- Regional Managers
- National Directors
- Incentive Comp Planning Team

### Benefits

- The app effectively addresses call planning challenges field sales reps face. It enables them to maximize their visits by planning their routes
- It assists sales reps in achieving their sales call targets by generating a monthly plan for them and enabling them to track their KPIs
- The app's map interface has a search functionality that sales reps can use to find and add more prescribers to their daily plan. This helps improve their productivity
- It enables sales managers to track their team's sales calling activity in real-time and make quicker decisions
- Sales reps can collaborate with other team members by sharing their call notes and referring to notes posted by others

#### About InfoCepts

Since 2004, InfoCepts has enabled leading companies like UBS, Nielsen, GE and Bayer to derive value from their data. Recently featured in Gartner's Market Guide for Data Science and Machine Learning Service Providers, our 750-strong pool of consultants has expertise in 60+ Business Analytics and Information Management technologies. Our BA-IM specific development methodologies and the differentiated expertise of our multi-award winning DV team help us deliver solutions that derive maximum value from enterprise data. Every day over 70,000 users across industries use analytics solutions developed by us to make better decisions.

For more information : Visit [www.infocepts.com](http://www.infocepts.com) or write to [sales@infocepts.com](mailto:sales@infocepts.com)