

ADDING VIRTUAL ENGAGEMENT IMPROVED SALES BY OVER 95%

Successfully utilize engagement preferences

CUSTOMER CHALLENGES

Exploring engagement preferences with effective execution



- Our customer required an innovative approach to increase coverage with target clinicians and pharmacies in a fast-moving consumer goods environment
- Running in addition to their existing field force, the program needed to take a different approach to ensure success by boosting recommendations and sales

IQVIA SOLUTIONS

A seamless experience for healthcare professionals

IQVIATM provided the client with a virtual sales team to support the customer's face-to-face field force, with two objectives:



- **Increase coverage of clinicians and pharmacies** not visited by the field force



- **Increase touchpoints for those who had been visited** plus introduction of brand related digital resources

By supporting the field force, IQVIA's virtual sales team provided a seamless experience for the healthcare professional.

RESULTS

Improving sales and exceeding targets

The campaign, supported by IQVIA's virtual team, exceeded sales performance measures:



Virtual-only activity improving sales by 65%, equivalent to face-to-face activity alone



There was a >95% increase in sales when face-to-face calls were combined with virtual calls

OUTCOME

The success of this campaign has driven an ongoing relationship with this client that now covers several brands

Placed over
5,000
people in commercial roles
(June 2018)

Placed over
4,000
field and virtual sales representatives
(June 2018)

Commercially supported over
1,500
client organizations in 21 countries in the last five years

Been awarded over
20,000
new contract commercial solutions in the last five years

More than
71%
of HCP calls across 10 IQVIA-managed EU remote detailing projects use the QDialogue platform

Calls sharing visual content over the QDialogue platform last around
78%
longer on average than calls that are audio alone

CONTACT US

To see how IQVIA is evolving outsourcing and how we can help you achieve your commercial outcomes.

Visit iqvia.com or contact us on commercial@iqvia.com