

Measuring Lead Customer Potential for a  
successful Product Launch in a Pharmaceutical  
company



## Business Context

A leading Pharma Company needed to identify and profile their prospective customers to determine their potential in the specified market space. This would help them to incorporate effective sales and marketing strategies for “Go to Market” of their new product

Its always believed and is also a reality that “A good effective product launch yields good revenue for the year”

## Challenges in New Product ‘Go to Market’ Launch

Collection and detailed analysis of customer information for a successful product launch is a key step and should be done seamlessly. The data gathered forms the basis for all strategic decisions and hence could be the make or break of any new product launch. Data for previous Product Launches for our client were gathered on excel – and with this form of methodology the challenges begin right from the word “Go..”. Some of the challenges our client was facing were:

- Profiling had to be done for a wide geographical market within minimal time frame and resource availability. This in turn means that huge amounts of data had to be handled and all of it on excel
- Getting and consolidating profiling data from the sales team day on day was a big challenge.
- Delay in communication due to manual paper work
- Limited analysis on profiled data which meant that the marketing teams had difficulties in analysis and slicing and dicing of information to arrive at specific specialty based strategies.
- Handling various and varying analytics, especially in case of partial /repeat profiling

These bottlenecks were affecting the launch of the product in the market on time. An on time launch is absolutely crucial, since any delay can cost sales for the year

## Our Solution

We built a robust solution designed to automate the profiling exercise, the process involved was as follows:

[www.vsmsoftware.com](http://www.vsmsoftware.com)

**Step 1:** Overall Lead data management, with volumes up to 1-2 lakhs records

**Step 2:** Lead relationship management

**Step 3:** Profile leads online in each market

**Step 4:** Real time analytics available on finger tips

**Step 5:** Deduplication of the leads and combining of the profiling data logically for each of the unique lead.

**Step 6:** Apply statistical analysis to arrive at the segmentation and target of the customers



## Benefits from our Solution

Use of KEA-*Lead Customer Profiling* model gives best profiling methodology and very good central customer database management along with few key benefits as mentioned below:

- Relevant analytics on segmentation and targeting for positioning of a new product launch
- Enhanced understanding of the customer-specific needs
- Central database of relevant and pertinent information, which can be securely accessed by employees across all functions from different locations
- Generation of alerts or enforcement rules to prevent delays and incomplete data.
- Reusability, of solution to repeat profiling with quick analytics and dashboards
- Environment Friendly - reduced paperwork and time and cost effective

