Danone Reinforces Sales Effectiveness

by Tracking HCP Behavior in 7 Countries

Ada Liu

is a sales force effectiveness manager at **Danone**, a leading global food & beverage company that actively cooperates with healthcare professionals.

As a passionate marketer and consultant, Ada considers herself a problem-solver. She enjoys working with data, creating complex marketing strategies, and making insights-driven decisions. To understand the current healthcare landscape and SFE practices, she successfully surveyed people **in 34 countries.**

With more than five years of experience in the pharmaceutical industry and an interest in FMCG industries, Ada helped Danone drastically improve sales force effectiveness in the healthcare channel by implementing Platforce CRM.

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Understanding What's Happening in the Field

A year and three months ago, Ada picked Platforce to understand how sales representatives from her team engage with healthcare professionals. She was looking for a data management solution to help her generate sufficient information and get the complete picture: **What doctors do sales reps visit? How many times do they do that? What messages do sales reps pitch?**

Danone's main goal was to improve the performance of sales reps. The company started by verifying which doctors were worthy enough to visit and which weren't. Consequently, Ada could channel available resources to fulfill objectives more effectively.

The Traditional Pharma Measuring Setup

Ada and her team followed traditional pharma KPI standards for measuring the performance of their sales force in Platforce. Ada says she didn't want the reps to focus solely on the number of sales even though sales data were the primary target.

- One more essential thing for the company was tracking the HCP behavior. That's why in addition to measuring sales, the team looked at the number of touchpoints per day and per rep, coverage, and frequency.

- With the support of the Platforce team, Ada designed, developed, and launched field force performance dashboards for markets in seven countries, such as Uzbekistan, Sri Lanka, Ecuador, Azerbaijan, El Salvador, Panama, and Bulgaria.

- Around 130 members of local Danone teams use Platforce CRM every day. Each unit has its own KPIs, which stimulate the workflow and improve feedback from the fields.

- Moving forward with Platforce, Ada is considering improving the KPI system with more metrics. One of the examples is KPIs for managers to allow the company to measure the effectiveness of their coaching.

Platforce as a Gamechanger in HCP Engagement

Ada says Platforce empowered her with the ability to track different data, put it together, and make sense of it. For her, it was especially significant on the local level when she received insights into the activities in different countries.
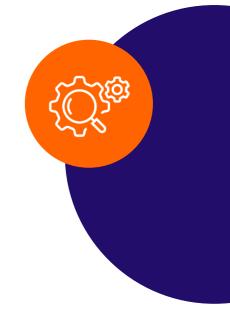
With Platforce, Ada and her team became more flexible. "You can integrate WhatsApp, send emails, make video calls. It's especially crucial during COVID time when F2F visits aren't possible. It's a must-have in your CRM system to be able to engage with doctors," she adds.

One more feature Ada likes in Platforce is the presentation of eDetailers. She says it represents a new way of engagement with doctors and a more helpful method for them to understand information.
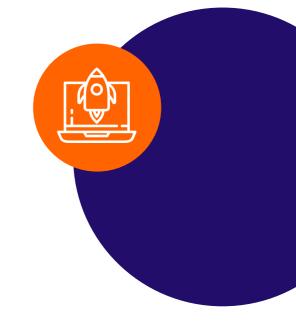
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Platforce helped Danone's marketing team see how the reps deal with eDetailers, which unveiled many ways to improve eDetailer content. "Sometimes, navigation needs to be improved, or the animation takes too long. It's not how the viewer actually wants to use it. And you also realize that some of the things you consider important aren't important at all," she explains.

Before choosing Platforce as the primary CRM solution for Danone, Ada interviewed 13 vendors. She wanted to find a platform that provides cost-efficient and advanced functionality and get a partner with in-depth experience in pharma and healthcare. And Platforce matched Ada's criteria.

Ada and her numerous colleagues have generated loads of data that allowed the Platforce team to improve future HCP engagement activities for Danone.

The Key Takeaways

The cooperation between Danone and Platforce resulted in:

- Developing BI dashboards such as Field Force Performance, Users activities, Segmentation, Plan vs. fact, Content KPIs, Local reports, MedRep performance

- Engaging 11 communication channels, including F2F, remote calls, self-detailing, events, email, WhatsApp, Telegram, and VoIP

- Better control over sample distribution regarding law norms, visualization via representing in analytical dashboards, and performing better management of stock rests

- Setting up consent management, which means both online and offline consent forms, speed up consent gathering and its management

- Improving the performance of sales reps, faster insights receiving of the activities in different countries, and speeding up the managerial decisions regarding field force activities and sales plans corrections

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About Danone

Danone sells products of more than a dozen brands in over 120 countries worldwide. As a leader in four industries, such as essential dairy and plant-based products, early-life nutrition, medical nutrition, and waters, Danone generated €24.7 billion in sales in 2017.

With scientific teams in 55 countries, the multinational corporation promotes healthy and responsible food and beverage consumption by researching new ways to deliver specialized nutrition for consumers of all ages.

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