



# Xolomon Reduces Cost per Lead up to 94%

with Remote Calls



[platformio.com](https://platformio.com)



# Takeshi Nakamura

is the founder and CEO of **Xolomon**, a company that helps pharmaceutical businesses and healthcare organizations adapt to the digital world most efficiently, using custom marketing solutions.



**Takeshi loves exploring new things by continuously improving his professional skills.** With an MBA from EGADE business school (ITESM), he is a graduate of several programs such as "Emerging Market Leaders" at Harvard Business Publishing and "Digital Transformation" at Columbia Business School.

Having started his career as a sales representative in the late 1990s, **Takeshi occupied multiple strategic positions, such as product manager and business unit director.**

As the head of a digital company with in-depth expertise in pharmaceutical commerce, he dedicated himself to dealing with the **two most crucial challenges in pharma** — the lack of marketing innovation and the lack of high-quality customer experience.

# The Necessity for Remote Calls during the COVID-19 Pandemic

Originally, Takeshi started Xolomon as an outsourcing company that provides pharma companies with the services of sales representatives. When the pandemic spread worldwide, he faced the necessity of adapting to the new reality by searching for remote call functionality for his team.

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**"The pandemic transformed the needs of the customers. Before the pandemic, remote calls weren't as important as afterward,"** he explains.

The Xolomon team was looking for a solution that offered the possibility of making remote calls to physicians and tracking these calls throughout a customer relationship management (CRM) system.

Also, the solution would have to deal with the compliance issue of the pharmaceutical content. Before searching for a dedicated platform for making remote calls with healthcare professionals (HCPs), Takeshi and his team tried to use Google Meet and Zoom as workarounds.

However, this method limited the demonstration of promotional materials. It was impossible to assure the protection of personal and corporate information, and Xolomon sales reps couldn't engage with their customers appropriately.

After finding the solution and using it for a while, Xolomon was unsatisfied with the customer experience and the level of support during the implementation process.

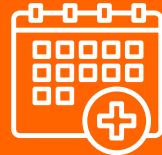
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**"Sometimes, physicians couldn't access a video call or turn on the camera. Sometimes, the system broke up. So there was a lot of frustration for the physicians,"** Takeshi says.

Then it was Takeshi's friend who recommended **Platforce**.

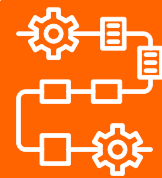
# Implementing Platforce to Enhance HCP Engagement with Video Calls


After experiencing Platforce for three months, Takeshi decided to use the platform for the whole year at least. Also, Xolomon requested two more instances of the platform for their clients.



With Platforce, Xolomon not only covered all issues that its team had with the previous solution but increased the number of engaged HCPs and touchpoints with them. Along with making remote calls, Xolomon representatives could record their presentations and provide HCPs with necessary content even without having a call.

Empowered by customized dynamic dashboards, Xolomon has created an effective analytics system that allows the company to measure the activities of each sales representative and discover the entire journey of each HCP.





To improve sales and marketing effectiveness, the Xolomon team uses KPI metrics to measure the number of touchpoints, average contact time with HCP, engagement rate, and ROI.



Such a comprehensive approach to performance measuring allowed Takeshi to save a significant **amount** of resources and digitalize the entire HCP engagement process. While sales reps could dramatically optimize their work, HCPs got an opportunity to choose the most convenient time and channel for communication.



# The Key Takeaways

**For over two years of cooperation, Platforce helped Xolomon:**

- increase the engagement rate from 14 HCPs to 784 HCPs per month
- reduce the cost per lead from nearly \$250 to around \$15 due to the increased engagement rate and flexibility of online communication





## — About Xolomon

Xolomon has been digitalizing marketing and sales models in the pharmaceutical industry since 2011. The company offers a wide range of products and services to create databases and web applications for collecting and exploiting clinical information.

The Xolomon multidisciplinary team assists pharmaceutical laboratories, contract research organizations (CROs), research societies and institutes, collaborative groups, foundations, and hospitals in creating and implementing innovative strategies based on their needs, the latest practices, and advanced technology.