



**Salesforce  
Effectiveness  
Analytics**

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## Optimise

*your omnichannel activities by measuring and monitoring SFE KPIs of your pharma products.*

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## KEY BENEFITS

### CUSTOMER SELECTION

Analyse HCO and HCP data to select the right hospitals and primary care organisations for your drugs along with geolocation analysis

### FIELD FORCE OPTIMISATION

Analyse the key accounts managers, MSLS and sales reps activities and outcomes to optimise the field operation.

### MORE THAN 50 KPIs

Measure and monitor more than fifty SFE KPIs to optimise your resources

### PERFORMANCE REVIEW

Prepare your customised drill through KPIs like call rate, coverage, frequency, FTE etc., by different dimensions, including country, territory and project.

### TERRITORY PLANNING

Know your territories demographic, HCOs, HCPs, KOLs, set your objectives, manage progress and your strategy.

## THE CHALLENGE

In the current environment, companies are faced with optimising their resources, maximising digital campaign outcomes while maintaining sales growth. Pharma companies need to become increasingly innovative with product launch and commercialisation strategy to achieve sales growth success. Alongside these tasks, field team resources are further challenged by limited access to healthcare professionals, commissioners, and implementor stakeholders.

In the post-pandemic era, Salesforce Effectiveness has evolved to Omnichannel Effectiveness. In addition to over fifty traditional SFE KPI metrics, we now need to consider digital engagement campaigns to identify our customers preferred channel of communication and their digital message responsiveness.



## THE SMART APPROACH

At Allot Ltd, we have created a smarter way to understand how your product launch and commercialisation is performing. Our expertise with data analytics and market experience will identify gaps and recommend strategies to support sales resources navigate these challenging times optimising SFE outcomes.

In addition, we also give you access to an entire suite of powerful analytics that gives you the edge over your competition. Integrating data from your CRM systems alongside other sources such as demographic, disease incidence, prescription data, digital activities, accounts and commercial data, our analytics delivers a 360-degree view of the omnichannel effectiveness KPIs that drive your business.

KPI Summary Table

Territory	Q	Call Volume	Call Volume	Field Days	Field Days	Call Rate	Call Rate	Coverage	Call Frequency
<b>Totals</b>		<b>8968</b>	<b>8968</b>	<b>1,547.0</b>	<b>1,547.0</b>	<b>5.80</b>	<b>5.80</b>	<b>45.53%</b>	<b>0.51</b>
IT_Calabria		114		151.0		0.75		87.76%	1.16
IT_Campania		1,169		167.5		6.98		26.66%	0.33
IT_Emilια-Romagna		1,187		174.0		6.82		57.71%	0.60
IT_Lazio		949		171.5		5.53		31.62%	0.32
IT_Lombardia		982		172.5		5.69		42.24%	0.42
IT_Piemonte		966		179.5		5.38		90.03%	0.90
IT_Puglia		1,487		179.5		8.28		39.18%	0.58
IT_Toscana		999		175.0		5.71		56.85%	0.57
IT_Veneto		1,115		176.5		6.32		72.50%	0.82

## WHAT YOU GET

Our data model integrates CRM, Sales and other external data. Analysis based on pre-defined parameters such as drug formulary status, targeting and segmentation outputs, sales data and SFE metrics together with your business rules provide us with the base elements to deliver a 360-degree view of the omnichannel environment.

Some of the key deliverables are:

01

Salesforce effectiveness KPIs and metrics analysis.

05

Disease incidence and population analytics.

02

Sales channel and messaging analysis.

06

Sales performance and incentive analytics.

03

Responder analytics.

07

Targeting and segmentation of Healthcare professionals and organisations.

04

Sales team optimisation matrix analysis.

## PLATFORM

By building a powerful visualisation platform using Qlik Technology, we've been able to create a wealth of insights that will help determine your long-term strategy.

Our platform can be deployed on-premises or on the cloud, depending on your choice. The platform connects to your CRM and other data sources seamlessly to deliver you the analytics anywhere in the world by the click of a button without any hassle.

## WHY US

### TIME TO MARKET

Our prebuilt data model, dashboards and reports can be configured quickly to meet your immediate needs.

### COST

No upfront infrastructure cost to buy hardware and software. Our fixed price delivery plan promises you no cost overrun.

### DATA ENRICHMENT

Combine data from Veeva CRM, finance, brick, demographic and excel files to get a 360° view of your operations.

### EASE OF USE

Using Qlik technology, we deliver powerful interactive analytics that requires zero user training.

### OUR EXPERIENCE

We have deployed our platform for many large and medium pharma companies in ten different European countries.

## ABOUT ALLOT

We're an innovative and forward-thinking Pharma Commercial analytics company based in the UK. Since 2014 we've been focusing our efforts on providing cutting edge input to pharmaceutical organisations throughout Europe and North America. By combining years of experience in healthcare, pharmaceutical and data , we provide a powerful tool for acquiring real actionable insights.

We understand the process of leveraging analytics to increase sales and productivity across all areas of the pharma industry. By analysing everything from your commercial planning, formulary status, call quality and KAM activity, to your geographic coverage and sales, we provide easy-to-interpret visuals that allow you to understand your business better than ever before.

### Our key offerings for a **360°** analytical view of commercial pharma business

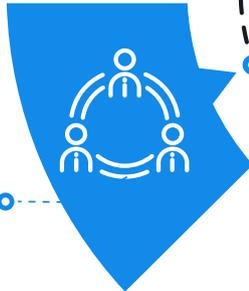
#### **SALES ANALYTICS**

Insights for your sales vs the competition



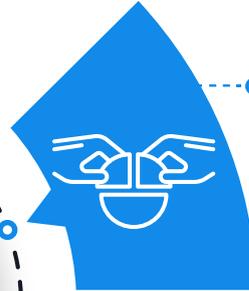
#### **SALESFORCE EFFECTIVENESS**

Analyse your field activities



#### **FORMULARY ANALYTICS**

Understand drug approval status



#### **TARGETING & SEGMENTATION**

Prioritise HCOs and HCPs



**COMMERCIAL PHARMA ANALYTICS**



## CONTACT US

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