

# Aktana accelerates target attainment and sales during a critical product launch.

## CHALLENGE

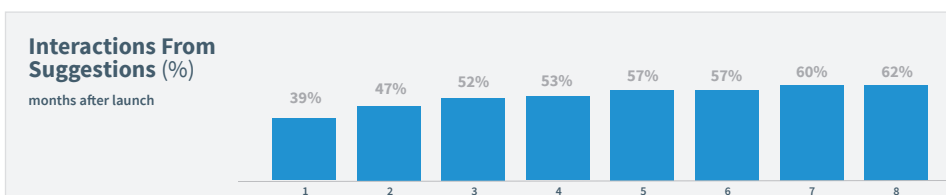
With the power to set the trajectory for ongoing sales, launch is one of the most critical moments in the product lifecycle. Historically, however, it's also when decision uncertainty is at an all-time high and rep performance suffers the most. Facing the imminent launch of a new vaccine, one major global pharma company deployed Aktana's Decision Support Engine to give 220 members of its field force a competitive edge during this traditionally chaotic period.

## APPROACH

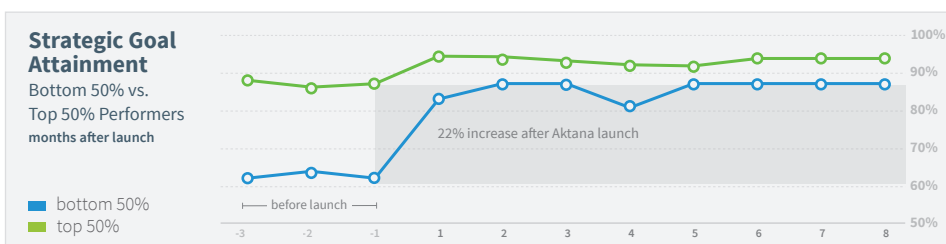
Although reps were armed with call plans and targets for their new product, it was difficult to plan out a strategic route without an established visit pattern to guide activity. To mitigate the uncertainty following launch, reps needed clear direction in real-time. By delivering suggestions and insights directly within their daily workflow, Aktana helped reps optimize their schedules, effectively incorporate new targets into existing routes, and surface the right messaging for every HCP detail.

## IMPACT

**Steady, ongoing adoption** | Rep usage started out at a higher rate and grew consistently during the months following product launch.



**Major improvements for lower-performers** | Suggestions were especially effective for lower-performing reps, who approached the level of top-performers and increased goal attainment by 22%.



**Measurable advantage** | Reps who used suggestions grew sales at a faster rate than their peers, outperforming non-users by more than 30%.

