

### Contact Center



**A leading pharmaceutical company who recently lost their salesforce for a mature brand, partners with the Knipper Contact Center for rapid deployment of white space tele-sampling.**

#### BACKGROUND

A large pharmaceutical company was facing immediate challenges with an unexpected loss of their salesforce on a high profile mature brand facing patent expiration in 18 months. The client needed to quickly reestablish coverage of over 30,000 high value prescribers and had no time or budget for internal recruitment or training of a new salesforce. Without a trained salesforce the brand was at great risk of losing market share and suffering significant financial loss.

#### CHALLENGE

Timing was crucial. They needed a partner that could quickly train an in-house sales team to implement a multi-channel program including an inbound toll free sample request line in only 4 weeks. It was also critical to identify high level VIP targets and develop separate scalable and flexible business rules for those specific needs. In addition, the client required a separate outbound sales team to place calls in conjunction with an initial wave of mailings.

#### SOLUTION

Knipper's **Total Connect** solution was rapidly implemented for the client. **Total Connect** is a fully integrated value added service that combines Knipper's robust multi-channel resources and essential Contact Center components necessary to increase script writing and brand loyalty. The highly tailored **Total Connect** solution included a white glove concierge service and special attention to servicing group practices and further identifying high value targets. The **Total Connect** solution would integrate a direct mail program to all 33K targets with an inbound toll free number to request samples. Further efficiencies would be gained by utilizing existing teams of highly trained shared agents with a dedicated trained team of outbound customer service agents in order to cover all outbound call requirements within the 4 weeks deadline.

#### RESULTS

The **Total Connect** solution was able to meet and even exceed the client's needs, providing samples to their most high value targets in the first 2 weeks. Strategic planning and success metrics were collaboratively defined upfront. Inbound lines were set up, mailing and training was complete and a flexible and scalable staffing model was put in place all within just 14 days of kick-off.

The client was provided access to Knipper's online data analytics tool providing them the opportunity to monitor the programs performance online, in real time, and view success by individual channels as well as prescriber type. Based on follow-ups with the client, and leveraging the contact center's rapidly configurable systems, the contact center would immediately modify business rules, messaging and target priority to tune program performance. The final results:

- A 50% increase over direct mail response rate after only 9 days of outbound calls.
- Over the course of the initial program term, over 80% of high decile prescribers requested samples.
- Based on its extraordinary success, the **Total Connect** program was extended beyond the initial 4 month term and remained active until the brand's end of patent at 18 months.

