



# The 7 biggest risks to e-detailing success

E-detailers promote medicines to healthcare professionals (HCPs) over the phone and via online platforms, such as WebEx. It's a fast-growing channel but there are common mistakes which prevent it reaching its full potential. Here are the biggest risks to check you're avoiding!



## CHALLENGE



## TOP TIPS

1



### SMALL TARGET LISTS

One of the most common mistakes companies make. It reduces calls rates dramatically and really slows down the success of the project.

- ✓ Rethink your target lists for e-detailing versus face-to-face visits. You could blitz through a list of 500 HCPs in a week!

2



### A CALL SCRIPT WHICH ISN'T WORKING

The value of each call will determine the success of getting the next call so you can't afford to make this error.

- ✓ Carefully plan and monitor your calls.
- ✓ Adjust the script quickly if it's not working.
- ✓ An experienced contact center partner can work with you to co-design call scripts and provide best practice templates that work.

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### HIRING THE WRONG PEOPLE, IN THE WRONG ENVIRONMENT

It's easy to assume that the ideal profile and management needs for e-detailers are the same as for field representatives – this isn't necessarily the case.

- ✓ Look for communication skills which translate well over the phone/web and for a confidence to keep making calls with a positive attitude.
- ✓ Provide ongoing, tailored training and close, actively involved managers.
- ✓ A dynamic culture, a great workspace and development opportunities will help you attract and retain talent.

4



### OVERCALLING AND REPETITION

If you're calling on the same HCP with face-to-face and e-detailing you could easily risk annoying that HCP.

- ✓ Have clear integration and clarity on roles.
- ✓ Deliver messages that are tailored but aligned.
- ✓ Share information between the contact center and field.

5



### FORGETTING THE BASICS

You're busy setting up a new channel and managing the processes and platforms. But don't forget the fundamentals of mapping and understanding your target customers, and measuring and responding to results.

- ✓ E-detailing has incredible capability to target campaigns to different customer segments.
- ✓ You can also quickly respond to customer feedback and adapt your campaign.

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### CUTTING PILOTS SHORT

You've set your test and control areas to measure the impact of the new channel. So far so good. But if you don't allow reasonable time for the channel to establish itself, you're setting yourself up for disappointing results – and senior leaders could disengage from the channel.

- ✓ Consider the first 3 months as the start-up phase.
- ✓ Call numbers will climb over this period but we recommend a 6 month minimum to really see the impact of this channel.

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### INFLATED EXPECTATIONS

Sometimes you're doing everything right but you didn't set realistic expectations in the first place. We've all read the research telling us the future is multichannel and that doctors want to talk to pharma at a time and on a channel to suit them. The trend is real but don't expect all doctors to adopt new channels at the same time.

- ✓ 50% initial acceptance of e-detailing is considered outstanding, although this varies by area and customer group.
- ✓ An experienced contact center partner can help you set the right targets for different segments.

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