

Ashfield



# Ashfield Inside Sales Solutions

Innovative, cost-effective ways to increase sales and drive brand awareness



**Inside Sales is an increasingly popular way for pharmaceutical and healthcare companies to target customers in a more holistic way, supplementing traditional field representatives.**

Most commonly, inside sales involves highly-trained sales reps interacting with healthcare professionals via phone (tele-detailing) or a web-based platform (interactive e-detailing).

These channels can be implemented at any stage of the product lifecycle to complement field teams, reinforce product messages, reach hard-to-access areas and promote mature brands without additional field reps.

**Our Inside Sales reps are leveraged to support different brand channel strategies:**



**Amplification**



Increase frequency in addition to face-to-face calls on the same targeted customers

**Expand**



Extend reach with non target, lower tier or geographically dispersed customers. Also, potentially 'no see' target doctors

**Partial frequency optimization**



Reduce and replace face-to-face customer call frequencies with remote channel 1:1 contacts on target customers in order to maintain customer engagement

**Partial segment optimization**



Reallocate face-to-face calls on a segment of previously targeted customers in order to maintain customer engagement for a late growth/mature brand

**Full optimization/substitution**



Reallocate face-to-face on all customer segments with service team and remote e-detail channels integrated with digital channels/services

**Re-promotion**



Re-engage with a segment of customers that are not currently being promoted to in order to deliver new messages or increase share of voice

# 1

## INTERACTIVE E-DETAILING

Like tele-detailing, but these reps communicate with healthcare professionals via a web-based platform in order to share visual information on products.



# 2

## VACANCY MANAGEMENT

A personal and effective staffing solution that reduces the risk and costs associated with fixed-term headcount recruitment.



# 3

## TELE-DETAILING

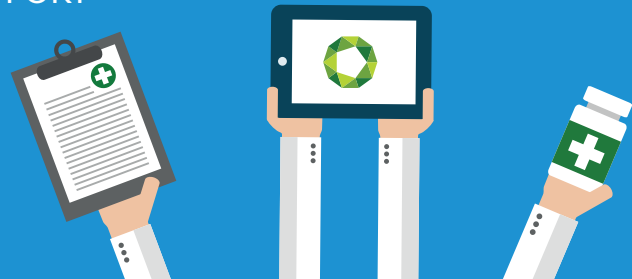
Trained reps interacting with healthcare professionals over the phone to educate customers and promote products.



# 4

## PHARMACY CAMPAIGN SUPPORT

Leverage the phone for your patients and HCP customers with the pharmacy. This key stakeholder is accessible by phone and an Inside Sales rep will reach >75% of pharmacists daily. An ideal solution for; new indications, formulary updates, pricing information, and patient support materials



# 5

## HYBRID REPRESENTATIVES

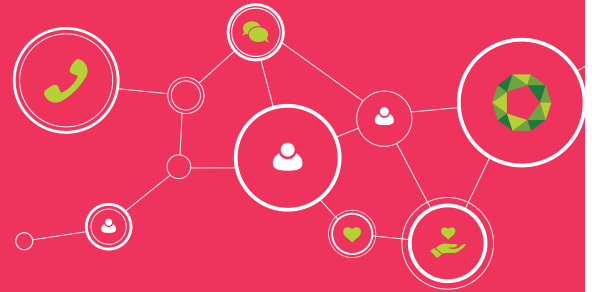
Multi-skilled reps working effectively across larger territories by using a blend of communication channels, including face-to-face meetings, tele-detailing and interactive e-detailing.



# 6

## STAKEHOLDER REPRESENTATIVES

Expert customer service teams handle customer queries, process product orders and reinforce a positive experience of the brand, helping to ensure long-term customer satisfaction and retention.



# 7

## CONCIERGE

A great asset to sales teams, the concierge service sets appointments, takes requests for promotional material, recruits healthcare professionals to meetings and does a lot of the background work that allows reps to get on and do what they do best.



# Why choose Ashfield?

We are a trusted, experienced, international contact center partner of choice, with outstanding operational standards and track record. We bring our clients responsive, multichannel services that are proven to grow sales and promote brand awareness.

- > **Ashfield was a pioneer in outsourced contact center services, founding our first contact center in the UK in 2011**
- > **We now deliver contact center services in 11 countries**
- > **We have: 750 contact center representatives and 65 supervisors globally, together speaking 20 languages**
- > **We have a broad portfolio of top global pharma contact center clients**



**EXCELLENCE IN CUSTOMER ENGAGEMENT AND RETENTION**



**PROVEN RESULTS AND CONTINUOUS IMPROVEMENT**



**FLEXIBLE, RESPONSIVE AND COMPLIANT SERVICE**



**STATE-OF-THE-ART FACILITIES AND SEAMLESS MULTICHANNEL SERVICE**



**HIGHLY SKILLED REPRESENTATIVES**



## About Ashfield

Ashfield, part of UDG Healthcare plc, is a global leader in providing outsourced healthcare services to pharmaceutical, device and biotech companies. The company has more than 7,000 employees, operates in 23 countries across Europe, North America, South America and Asia and works with more than 250 companies, including all of the world's top 25 pharmaceutical companies. Its mission is to partner with its clients, improving lives by helping healthcare professionals and patients get the medicines, knowledge and support they need.

Ashfield provides contract sales teams, customer service reps, medical science liaison officers, remote detailing, nurse educators, medical information, healthcare communications, market access, market research, training, event management, digital, creative and pharmacovigilance services.

**For more information, go to  
[www.ashfieldhealthcare.com](http://www.ashfieldhealthcare.com)**

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