

Case: Large Pharma Sales

Illustrative KPIs



Monthly Revenue



Interaction
Average



Digital
Adoption



Critical Doctor
Coverage

Pilot Results: 3 Months

A – B Testing

150 Reps in Each team



- ① % of Users achieving Revenue Targets
- ② % of Users doing well on Interaction Average
- ③ % of Users adopting Digital tools
- ④ % of Users meeting target Critical Doctors

