

Xpower customer targeting platform

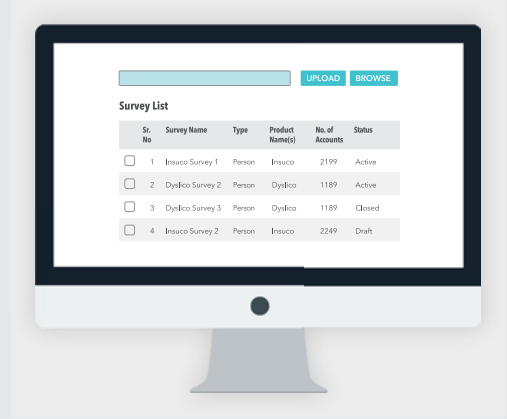
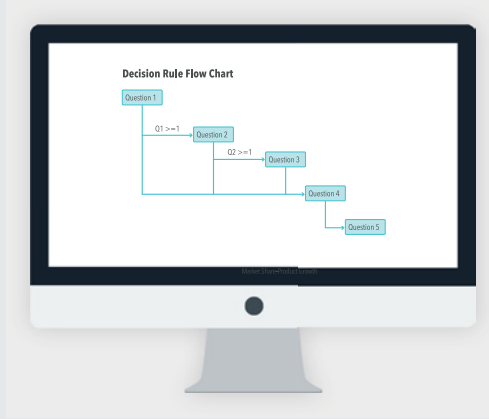
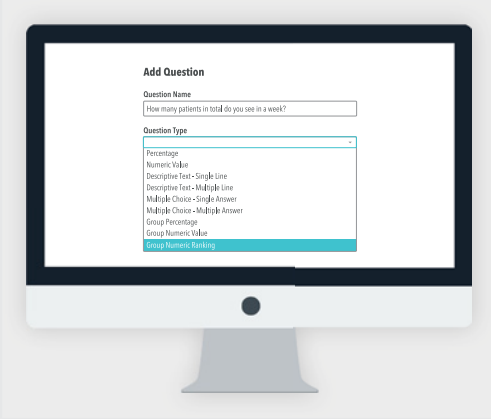
- Easy to use
- Cloud-based solution
- A simple process aligned with industry best practices
- Ensures high data quality
- Secure and privacy compliant data storage
- CRM integration possibility
- A global solution that fulfils your regional requirements
- Collect and upload profiling data easily ensuring uniform data compilation
- Track the progress of data collection and data quality in real-time
- Create different types of segmentation and compare unlimited scenarios
- Allocate multi-channel resources to maximize customer engagement
- Validate the outcomes within a controlled environment
- Analyze and fix territory imbalances

End-to-end
solution
for all your
customer
targeting
needs

01.

Customer Profiling

Xpower streamlines the process of gathering profiling data. Run multiple surveys with the sales team via the mobile app online and offline, navigate through questionnaires smoothly, and maintain data hygiene automatically.



Create surveys with different question types

Create decision trees with unlimited levels

Track and manage multiple profiling surveys or upload and store existing profiling data

02.

Quality Control

Xpower allows for robust data quality management. Create profiling questionnaires with automated quality checks to avoid errors and ensure data consistency. Check for data quality and attend to all issues timely with the built-in quality check dashboard.

Q1 How many patients in total do you see in a week?
Question Type: Numeric Value
Question Category: Potential

Q2 How many patients with Diabetes do you see in a week?
Question Type: Numeric Value
Question Category: Potential

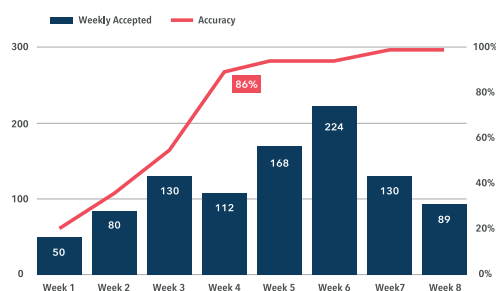
Logic Test:
 A whole number
 Less than or equal to Answer from Numeric Question

Answer must be a whole number
Number of Diabetes patients cannot exceed total of number of patients

Q1 How many patients do you see...

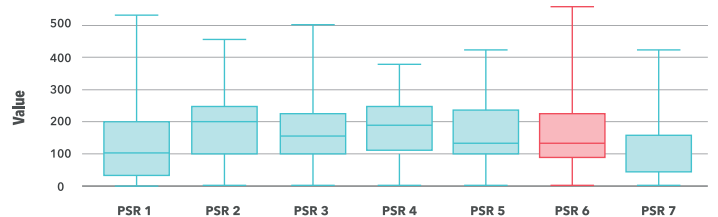
Sr. No	Account ID	Account Name	Specialty	PSR	FLSM	Question Answered	Reopened Status	
<input checked="" type="checkbox"/>	1	1001	Rob Jones	Internal Medicine	John Doe	Jane Doe	7830	Yes
<input type="checkbox"/>	2	1002	Smith Ellen	General Physician	John Doe	Jane Doe	400	No
<input type="checkbox"/>	3	1003	Sam Leonard	General Physician	John Doe	Jane Doe	351	No
<input type="checkbox"/>	4	1004	Ali Knox	Internal Medicine	John Doe	Jane Doe	728	No
<input type="checkbox"/>	5	1005	Bob Lee	General Physician	John Doe	Jane Doe	240	No
<input type="checkbox"/>	6	1006	Belle Adams	General Physician	John Doe	Jane Doe	561	No

Build embedded rules to avoid logic failures



Real-time monitoring and data quality checks

Reopen doubtful data entries and send for validation



Use intuitive charts to quickly identify outliers and inconsistencies

03.

Segmentation

Xpower enables a step-by-step process to create value or behavior based segments. Build concentration curves, handle mirror accounts, develop and compare multiple segmentation scenarios to find the right fit.

X-AXIS

CLASSIC WEIGHTING MATHEMATICAL ASSIGNMENT

% Assignment

50 How many patients with Diabetes do you see in a week?

50 Please split the T2DM patients by type of treatment per week: Insulin

100%

Expression for this Target Group: $Q1*0.50+Q2*0.50$

Y-AXIS

CLASSIC WEIGHTING MATHEMATICAL ASSIGNMENT

% Assignment

100 How many % of the patients treated with Insulin receive Insuco?

100%

Expression for this Target Group: $Q3*1.00$

Combined Segmentation Name

Combined Segmentation

Segmentation Type

Value Based

Segmentation Type

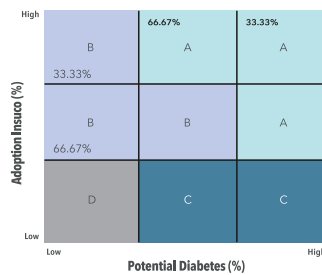
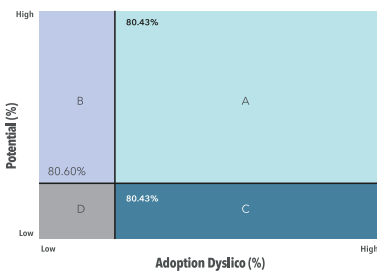
Select

Value Based

Behaviour

Combined

Assess potential easily



Create different types of matrices

Combine value or behavior segments for one or multiple products

ROI Table

Segment Name	Potential	Adoption	No. of Accounts	Workload	Total Cost	Market Share (%)	Target Market Value	Adoption Base Segmentation	Revenue	ROI (%)
A	24,757.59	26,874.90	274	1.64	6,576.00	100.00%	100.00	24,757.59	9,534.91	45.00%
B	60.64	83.41	1	0.01	24.00	100.00%	100.00	60.64	23.35	-2.69%
C	18,637.40	9,797.28	240	1.44	5,760.00	52.57%	52.57	9,797.68	3,773.39	-34.49%
D	43,394.71	17,313.11	1,681	10.09	40,344.00	39.90%	39.90	17,314.49	6,668.34	-83.47%
TOTAL			2,196	13.18	52,704.00				100,000.00	-62.05

Compare scenarios based on % potential, adoption, total FTE, workload requirements and target ROI

04.

Targeting and Resource Allocation

Xpower simplifies resource planning and allocation. Create multi-channel engagement plans for one or multiple cycles. Set up different types of resources and channels. Assign coverage and frequency to customer segments; optimize customer interactions viz-a-viz your budget.

Resource Allocation

Select

Call

Face to Face (F2F)

Email

Round Table Discussion (RTD)

Webinar

SMS

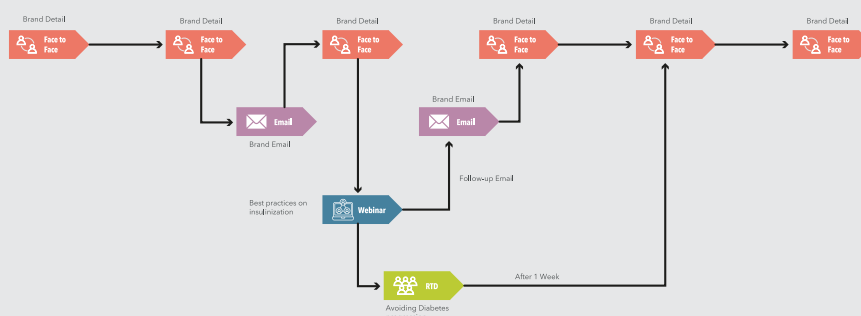
Others

Set up different type of resources and channels

Resource Planning

Segments	No. of Accounts	Coverage	No. of Accounts Covered	Standard Frequency	Average Frequency	No. of Interactions
A	330	97.58%	322	20	20	6440
B	125	98.40%	123	20	20	2460
C	600	94.83%	569	12	12	6828
D	278	96.04%	267	12	12	3204
NT	863	0.12%	1	0	0	0

Calculate required resources (FTE) and budget

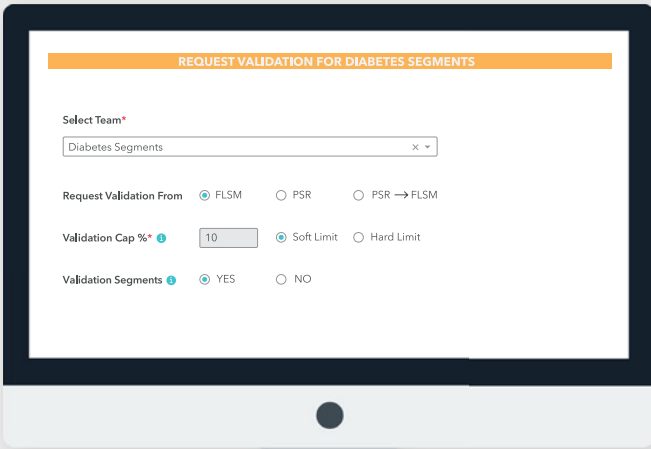


Create customer engagement plans and visualize customer journeys

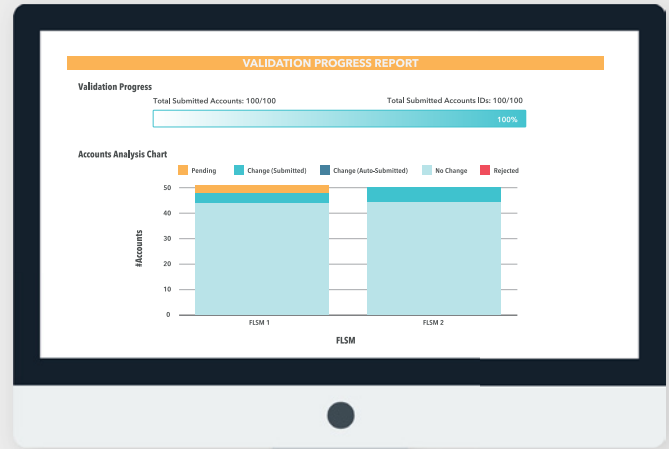
05.

Validation

Xpower provides a controlled validation environment. Profiling data, segmentation and resource allocation scenarios can be easily sent for validation to the sales team for their input and buy-in.



Request validation from different users and set rules or limits for changes

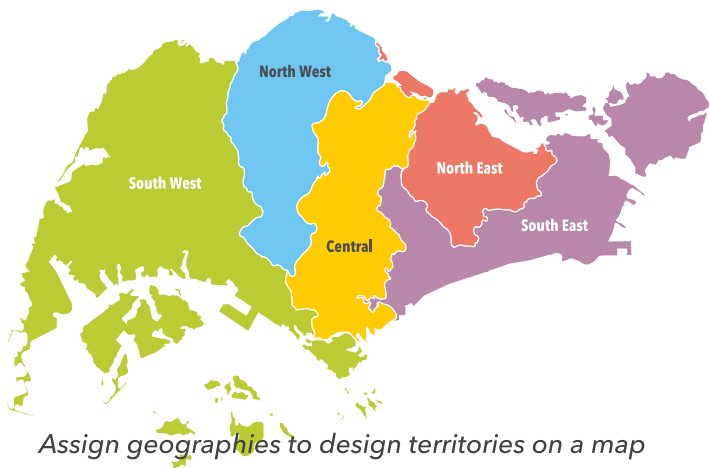


Monitor the progress and changes

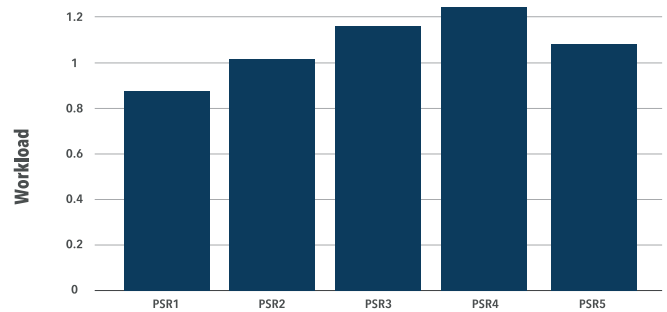
06.

Territory Design

Xpower helps to analyse the impact of customer segmentation and targeting on the territories. Design balanced territories by adjusting them manually, via rules or via an interactive map.



Assign geographies to design territories on a map



Analyse workload balance in the real time

30 Cecil Street
#19-08 Prudential Tower
049712 | Singapore
+65 6352 7424
info@xcellen.com

Xcellen PTE LTD
Your partner in commercial excellence

www.xcellen.com