




How XPower helped implement an omnichannel strategy for real customer impact

The key to increase customer engagement the right way.

Client Overview

A top 10 global pharmaceutical company faced challenges in customer engagement, relying solely on face-to-face interactions for detailing healthcare professionals. To enhance engagement and align with their brand strategy, they sought a data-driven, omnichannel approach for better execution.

Challenges

-  **Limited Targeting Strategy:**
Reliance on F2F interactions reduced engagement opportunities.
-  **Data Gaps:**
30% missing data on key HCP preferences made segmentation challenging.
-  **Lack of Personalization:**
No structured engagement tailored to HCP behavior and preferences.

Solution: A Data-Driven, Segmentation-Led Approach

Xcellen implemented a holistic customer targeting strategy, ensuring alignment with the client's brand objectives in a single platform, Xpower.

Value Delivered

12.3%↑

in Call Adherence



Insights
to improve activity
journey of each persona

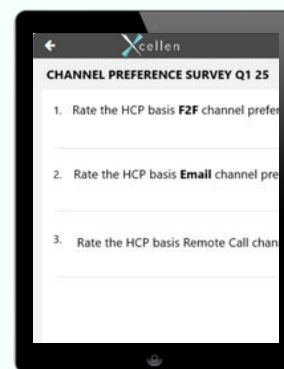


**Increased
HCP Engagement**
from F2F to Omnichannel

1 | HCP Profiling on Xpower

Designed and executed an HCP survey within **Xpower** to assess preferred communication channels and content, enabling data-driven engagement strategies.

Predicted missing data with $\pm 10\%$ accuracy, using **Xboost's** AI capabilities

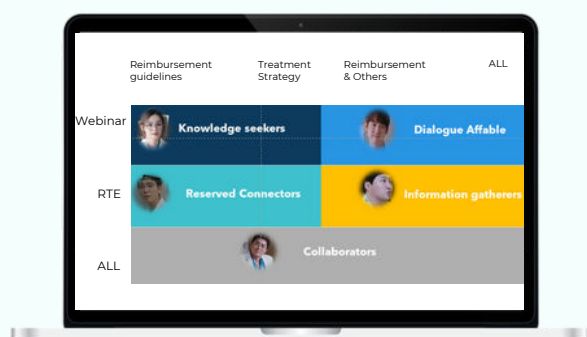


2 | Behavioral Segmentation

Leveraged Xpower's behavioral segmentation to categorize HCPs based on content and channel preferences.

Developed targeted HCP personas to refine engagement strategies, including:

- Collaborators
- Dialogue Affable
- Information Gatherers
- Knowledge Seekers
- Reserved Connectors



3 | Customer Journey Mapping & Call Planning

Partnered with the client's marketing team to curate relevant content and activities for each HCP persona.

Developed a monthly call plan within Xpower, ensuring targeted, structured engagement.



4 | Ongoing Validation & Optimization

Implemented a **monthly validation process** in **Xpower's mobile application**, enabling reps to refine activities based on real-world HCP interactions and product-based segmentation.

