



Case Study: Getting Back on Track



Client

Country Management Team
Top 20 Life Sciences Company

CHALLENGE:

After a successful launch, sales had flattened and started to decline with performance tracking 10% below target. The Country Management Team was grappling with several challenges that were facing the product including a saturating market, increased competition and negative product perceptions from physicians. They also had to consider the coming launch of new indication for the product. The challenge was to get product performance back on track prior to the new indication in 18 months.

ACTION:

CapSys worked with the Country Management Team to prepare and facilitate a "Driving Performance Improvement" Workshop with the cross-functional product team. The objectives of the workshop were to identify underlying drivers that could improve performance and develop an action plan to increase market share and sales. Recommendations were to be delivered to the Country General Manager for decision-making.

RESULT:

- Monthly sales were back on track within 9 months and sales growth returned.
- This was followed by the successful launch of the new indication