



Ashfield  
Commercial &  
Medical Services



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## Rapid response

Since the inception of eDetailing three years ago, Ashfield's Contact Centre Head of Operations, Eloise Rogers, has seen the company's offer grow significantly across the UK and Europe, creating a valuable addition to their multi-channel offering.

Ashfield's US Contact Centre was already a very well established business when the UK's Contact Centre Services were set up in 2011. "We utilised some of this expertise in our UK expansion into this space. We now have Contact Centres across Europe in key locations," says Eloise.

She attributes the growing popularity of eDetailing to its ease and convenience. "As part of a multi-channel offering, eDetailing has increased choice for healthcare practitioners in how they interact with the pharmaceutical industry," she explains. "Many find it more convenient than arranging a face-to-face appointment and some simply prefer the format."

The beauty of eDetailing lies in the way that it can fit seamlessly into health care practitioners' busy days, without the need to carve out time to meet with sales representatives. "We are now offering customers the opportunity to book calls at their convenience, even at weekends or in the evening, and this can mean the opportunity to engage with those who find difficulty in making time in the working day to see representatives," says Eloise.

### Keeping it flexible

In comparison to traditional detailing, eDetailing offers a flexible solution, one that is swiftly responsive to customer needs. "It is offering our clients a cost-effective and extremely flexible way of reaching out to their customers. eDetailing transcends geography and so can be switched on

and switched off in certain areas to react quickly to needs and opportunities," comments Eloise. "It works hand-in-hand with field sales teams to increase account coverage or engagement. Alternatively, it can provide an effective method of 'live' customer interaction and promotion for those companies who don't possess field support."

### Human and digital in harmony

The rise of eDetailing presents myriad opportunities for customer engagement in a changing landscape. "By far the most effective use of eDetailing we see is as part of a multi-channel offering, linking human and digital resource to present a cohesive and preference-based 'journey' for customers to engage with," explains Eloise. "It can yield whatever information it is required to, as it is an interactive, flexible and reactive resource."

### Rules of engagement

Ashfield's customers benefit from the flexibility of eDetailing, which means that they are more likely to engage, and for longer. "Choice of how customers interact with a pharmaceutical company and flexibility in that interaction has increased the value we can deliver," says Eloise. "This is evident by the length of our average eDetailing call, which (service dependent) tends to be in excess of 30 minutes, demonstrating the level of customer engagement we are receiving." The data collected through eDetailing is also of enormous benefit

to Ashfield, which in turn enhances the customer experience. "We are able to utilise interactive content, build surveys and polls in to detail content or after-call to collate information on how customers would prefer to be contacted, as well as more detailed information than ever before on how specific themes or messages are being received," enthuses Eloise. "We record all of our calls for training and compliance purposes and these calls can be utilised by sales managers and brand teams to analyse the real-life customer interactions to establish what is working well and why."

### Future forward

Eloise is optimistic about the future of eDetailing as an essential piece of the offering for pharmaceutical sales. "For us, e-detailing is an integral part of a much bigger multi-channel picture and we believe that no one channel will exist on its own moving forward," she says. "It has grown in popularity both with our clients and their customers and we see this continuing to be the case."

The engagement of the eDetailers themselves is as important as that of the customer, and this enthusiasm is contributing to Ashfield's continued success. "eDetailing can be challenging in the same ways that field sales can be, access is always going to be a factor, but our eDetailers enjoy their role and are great advocates of the channel."

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