

Case Study Series

Enterprise-wide Program for TeleDetailing Creates Gains for Eye-care Company

Case Study #03P-015-TD

Client:

Leading provider of eye-care products

Targets:

37,000 optometrists and ophthalmologists

Products:

All of client's marketed products

Critical Challenges:

- Because client had historically employed multiple providers for one-off teleDetailing projects, they experienced redundancy, additional costs, and lack of control
- As a result, they struggled to measure ROI of key marketing programs

Objectives:

- Streamline client's marketing effort
- Provide program efficiencies
- Augment client's field sales force with field-quality inside sales team

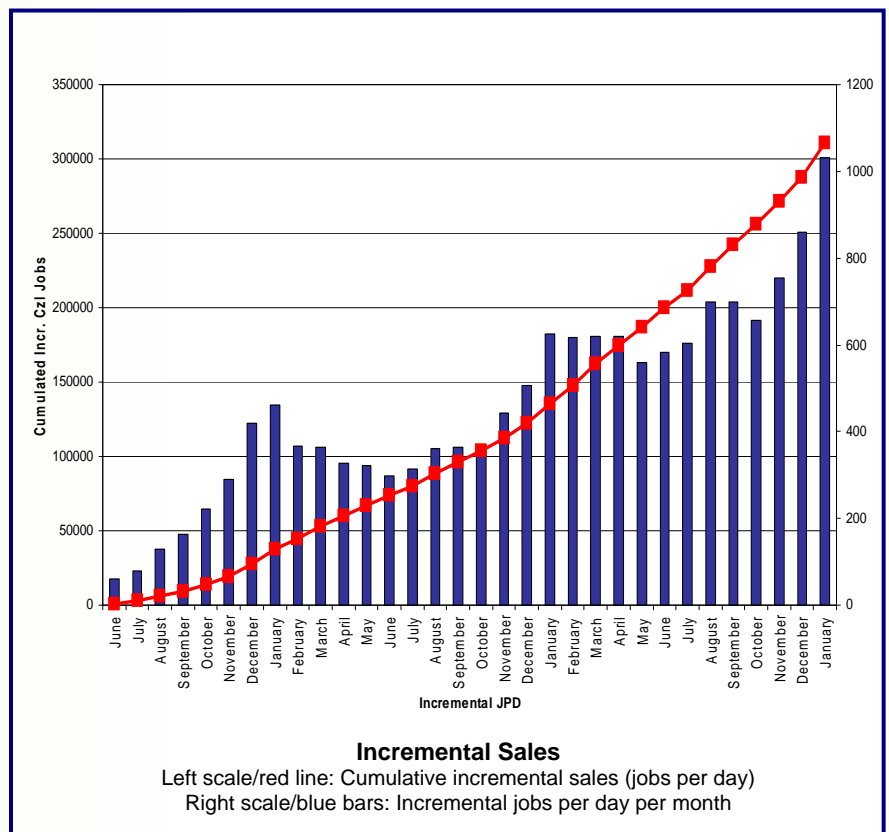
The Touchpoint Selling Solution:

Publicis Touchpoint Solutions worked closely with the client to develop a highly-customized, enterprise-wide, integrated teleDetailing campaign:

- Outbound teleDetailing to all targeted HCPs, providing message delivery, customer service, pull-through support
- Comprehensive support program, including eMail, fax, direct mail, BRC processing, and collateral material fulfillment
- Comprehensive tracking of all promotional activity to the HCP at the channel level
- Proprietary web portal, providing client's sales and marketing staff full access to all campaign projects & data

Touchpoint Solutions TeleDetailing Team Gains ~\$10MM of Incremental Sales

Representative Data:



Results:

- Publicis Touchpoint Solutions executed 42 individual teleDetailing projects across 14 marketing teams
- Proprietary results data demonstrate that the Touchpoint Solutions campaign generated 32-month total incremental sales of nearly \$10MM
- Based on cumulative results, client extended their relationship with Publicis Touchpoint Solutions through the annual budget period

For more information, call Business Development at 866.616.4777 or eMail us at Impact@TouchpointSolutions.com