

## Snapshot of Success

---

### The Customer

A leading pharmaceutical company providing services to more than 2,000 health plan sponsors and their participants throughout the U.S.

### The Challenge

The company's 500-member sales force generated hundreds of daily repetitive information requests that grew into an enormous, costly burden that affected the entire organization's ability to reach its sales and customer service potential.

### The Solution

OutStart Participate was used to create a single repository of information that helps sales professionals quickly locate critical, valuable expertise distributed throughout the organization.

### Results

- Knowledge Bank and Expertise Exchange: Manages 250 areas of expertise across 175 different subject matter experts within the company.
- Collaboration and Information Sharing: Unites a member base of over 500 sales and account services professionals.
- Time Savings: Offers sales reps immediate answers to questions that once required a 24 - 48 hour response time.

#### Key Metrics:

- More than 1000 documents viewed each month
- An average of 1000 questions a month to OutStart Participate
- 70% of all questions receive a matching response from OutStart Participate
- 10% of all questions are forwarded to the Expertise Exchange
- More than 600 new or unique questions have been asked and answered through OutStart Participate

### The Customer's Perspective

*"OutStart Participate helped streamline the exchange of expertise, offering immediate answers to critical questions and minimizing the risk of sending out information that did not have corporate approval. The system has saved us thousands of hours in employee time, but the true business value comes in freeing up the experts to focus on essential work."*

– Director of Opportunity Management