Account Vetting Automation:

Managing Complex Account Ownership Models

Powered by Everest Customer Solutions

& Parallax Life Sciences

INTRODUCTION

Within the life sciences industry, sales models can take on a variety of shapes and sizes, often including multiple salesforces or complex account ownership models. Managing different sales forces and account ownership models may require custom solutions. Our customer is Orange Tree Therapeutics ("Orange Tree"), a gene therapy company focused on small molecule drugs to address genetic disorders with limited treatment options.

orange tree therapeutics

Orange Tree Therapeutics is a fictional company created by Everest

BACKGROUND

Orange Tree has a small internal zip-aligned sales force, necessitating additional 1099 distributor partners to supplement their promotional capabilities. The partners range from independent contractors to distributors with dozens or hundreds of subagents. While the internal Regional Account Executives own accounts based on zip code-aligned territories, the 1099 distributors use an account-based alignment in which they submit ownership requests to Orange Tree's sales management. Requests must include exact account names and addresses and are tracked via spreadsheet.

[1] Company name has been changed to our stock demo company to protect the customer's privacy.

PROBLEM

This approach to the account ownership assignment process has numerous drawbacks. As the 1099 distributor team has grown, the volume of requests has become unmanageable for one person to handle manually. The process is error-prone. If address names or addresses are even slightly off – like an incorrect suite number – they fail to find a perfect match in the spreadsheet and deny the request. Alternatively, they may mistakenly consider it a new account and end up with duplicate ownership. Approvals and denials are both communicated by email, and all tracked within the same spreadsheet. Overall, the manual process proved to be cumbersome, time-consuming, and inaccurate.

When compensation is dependent solely on account ownership, errors are costly for everyone. Orange Tree may mistakenly compensate more than one 1099 partner for the same sale. Partners may risk missing out on commissions if they make a spelling mistake and cannot secure ownership of their account before a sale goes through.

SOLUTION

After interviewing key stakeholders and anticipated users, Everest designed a multi-faceted solution to streamline the account vetting and assignment process. The solution includes automating the account vetting process, providing useful insights and analytics through reporting, and developing a mastered database of accounts and addresses. Our solution utilizes a custom web portal, Microsoft Power BI, our proprietary MDM solution, an email notification bot, and automated tasks to enforce processes and policies.

Account Ownership: Requests, Decisions, Lists

A custom web portal can be accessed by staff. Users can request accounts by address. Business rules determine if the account will be automatically vetted and approved/denied, or if the request must be manually reviewed by the Channel Manager. Approvals and the subsequent account assignment are tracked by the system as well. Principals can view their owned accounts and ownership expiration dates. They have additional available actions, like releasing an owned account or requesting ownership extension, which will be approved or denied by the Channel Manager.

Account Mastering

The system also assigns Master Data Management identifiers to owned accounts, considering an account and its address as a unique record. These records are stored as master account records to be compared to the distributor shipment records and sales for incentive compensation purposes. Mastered records will also be enriched with cross-functional data, like sales and ownership. This includes the addition of fields to denote the account as Active or Inactive based on business rules.

Analytics and Reporting

The Channel Manager, Sales Manager, and Regional Account Executives will have access to a number of dashboards. Several will be available on the web portal itself, but additional insights will be available to the Channel Manager via PowerBI. These dashboard will include data visualizations demonstrating sales, orders, request activity, and more.

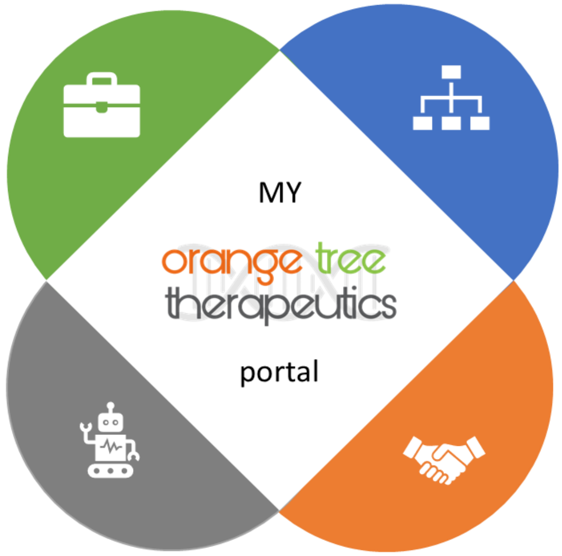
1099 Principal and Subagent Management, Automated Tasks, Notifications

Principals can be managed through the system, including their subagents if applicable. Principal agents can also manage their own subagent records.

These users will also receive alerts and notifications related to tasks. Upcoming ownership expirations with be communicated with notifications on the web portal. Ownership changes, like approved or denied requests, expired accounts, and approved and denied extensions will also be communicated to users via email notifications as well as being able to view details in the portal.

1099 Principal Agents
- Request addresses
- View ownership
- View sales
- Manage team

Automated Bots
- Notify of requests and approvals
- Auto-approve non-conflicted requests
- Notify of idle accounts
- Future features…



OTT Channel Management
- Onboard PAs
- View ownership
- View sales
- Approve or delegate requests

OTT Sales Team
- View ownership
- View sales
- Approve requests

CONCLUSION

Orange Tree has a unique hybrid sales force comprised of a small internal team supplemented by 1099 distributor partners. The partners range in size from independent contractors to principals with dozens of subagents. As the sales force and customer pool have grown, managing account ownership for the 1099 partners has become cumbersome and time-consuming, and often filled with errors.

Everest Customer Solutions introduced a solution that is custom-tailored to Orange Tree's needs. It solves their pain points and streamlines the process, introducing automation combined with customer mastering to reduce the amount of time and errors inherent in the current process. It also provides a level of data transparency that was previously a lofty aspiration for all stakeholders and users involved with the account ownership lists and ownership expiration dates.

From this project, we learned about the complexities created by hybrid sales forces and gained more insight into how accounts are distinguished from the perspective of different actors in the sales process. Some rely on account name, others on address, and others on additional unique identifiers. Such insight will absolutely help us meet the unique needs of other rare disease and specialty biopharma customers in the future as we continue to grow with the industry.