

Case Study

Brand Penetration Study



Customer

The customer is a Fortune 500 drug major specializing in the field of anti-diabetics. They are based out of Europe and have global operations.

Business Challenge

- Assessing the penetration of their recently launched insulin brand
- Analyzing the impact of promotions carried out by various players among the prescribers of insulin

Mahindra Satyam's Solution

- Solution approach involved data gathering, analysis and reporting
- Data gathering was done through Computer Aided Telephonic Interviews (CATI) among a sample of 100 doctors
- The target audience included diabetologists, cardiologists,

- consulting physicians and general practitioners
- Conducted post-launch study among doctors to assess their current prescribing habits, brand awareness levels, brand recall and recall of the key messages carried by various insulin brands

Benefits

- As a result of the research, the customer initiated major brand awareness exercises including mass media; the key message underwent drastic change
- After six months of the exercise, the brand increased its recall rate among the same prescribers; also, the prescriber base nearly doubled
- The correlation between the brand and its key message was well established

At Mahindra Satyam BPO's KPO practice, we offer end-to-end solutions in the analytics domain across multiple industry verticals suiting the customers' service requirements. The analytics team leverages its industrial expertise in Market Analytics, Customer Analytics, Risk & Decision Analytics and Spend Analytics to deliver industry-best solutions to customers. Our KPO offerings include Market Research, Financial Research and Business Analytics.

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