

To empower the sales team with greater detailing capabilities



Business Context

A global top ten pharma company was looking to implement a CRM solution that would also provide a strong e-Detailing platform, for one of their divisions in India.

Challenges Faced

The field force in this division required an “easy to use” solution. Company was keen on empowering their field force by providing them greater detailing capability with dynamic scientific content, and more accessible training content. They were not able to achieve this. Being a global top ten company, they also wanted high levels of data security

Our Solution

We offered our Kea –CRM with e-Detailing as a platform that would help them meet their objectives. A strong pre-requisite for the client was ease of use, and state of art e-Detailing content delivery. We implemented the following modules:

- Call Planning
- Call Reporting
- e-Detailing
- Coaching
- e-Learning

With training, users could adopt our solution quickly. Since Kea follows standard data security features, we met the client needs on this front.

Outcome

Over INR 50 lakhs per annum saving Visa Vis their global platform

Excellent, easy to use and secure CRM

Benefits from our Solution

- User friendly User Interface meant that we reached 100% adoption in a short time
- Better call planning led to calls with more preparation and better delivery
- e-Detailing improved doctor engagement time
- Kea enabled availability of relevant data for better decisions, especially with real time data from e-Detailing
- Kea helped in improving overall field force efficiency