VSM Software P Ltd

Implementing our CRM solution for a large Pharmaceutical Company in India

Business Context

A reputed Pharmaceutical company had a requirement to implement a CRM/SFE solution, for their sales team. This case study covers the challenges that we addressed and benefits accrued.

Challenges

There were a few challenges that the Pharma Company was facing and same had to be addressed through smooth and successful implementation of our CRM solution including E-Detailing, Events and CME modules.

- ➢ Required an easy to use solution
- ➢ Complete solution with little or no customization
- ➢ Required an offline Mobile Application – Users in remote areas were facing challenges in reporting their daily work reporting.
- ➢ Travel and Expense reimbursements were taking long and there were often expensive errors
- ➢ Monitoring the KPI s on field activity was a problem, since current solution did not have all the KPI s covered.
- ➢ The company has a good budget for CME s. Manual handling of CME led to lack of control and often sub-optimal participation by doctors

Each of the above had to be handled by our team with great support from the client, for a successful roll out. Our product Kea and the relevant modules could solve these challenges

Our Solution

The methodology that we adopted to mitigate the challenges were:

- ➢ Ease to use solution
  - o Most entries are selection based and less of manual entry in our application
  - o System auto generates the repetitive data , which saves user time during reporting
  - o One Click – optimized analytics , user can get analytics with just a one click
  - o A simple to use mobile application was provided that also addresses CLM/E-Detailing.
- ➢ Complete solution with little or no customization
  - o To implement the solution we had to just do minor customization as all required pharma SFE features were available in the solution.

- ➢ Mobile Application
  - o The offline mobile application was part of our Product Suite.

- ➢ Quick TAT (Turn Around Time) for implementation
  - o The solution was delivered within target time. The process of implementation included minimal customization, master data migration and training the trainer and end users
  - o We made sure that there was hypercare in the warranty period. The company has a salesforce of over 600. We provided easy-to use manuals as well and trained the trainers.

Main modules implemented

- • Master Data
- • Field activity
- • E-Detailing
- • CME/Events

- Travel and Expenses
- Reports and Analytics

Benefits from our Solution

➢ Customization kept to manageable levels, helped in keeping to the timelines. Our flexible approach to customization meant that the company got all the needed functionalities

➢ The solution helped better planning and execution of field activity

➢ Because of this implementation, productivity improved significantly

➢ Accurate and automated expense computation

➢ Quick analytics using all the data that flows into the solution

➢ The company is yet to deploy CLM fully—sees great potential in better customer engagement through CLM/E-Detailing

Note: The client is discussing deployment of more modules such as Retail Prescrition Audit and Sales MIS, which ia a part of our suite. This will enable marketing ROI calculations going forward.