



EFFICIENCY EMPOWERED

MIS using BI Tool

Business Context

The Client is a Pharmaceutical Organization that is a market leader in nutrition products. The company has an extensive on-the-ground sales process. CRM Data, Market-Share data and Sales data were downloaded from respective source systems, mapped to the field employees, data aggregated/analyzed using Excel and finally published to stake holders.

Challenges faced

The major challenges the client faced

1. The data was being downloaded from CRM System for marketing/sales efforts done, Vendor portal for Market-Share and ERP system for Sales data on a weekly/monthly basis and the reports were being prepared manually in Excel sheets. The process was time-consuming and expensive because of the time senior employees had to spend to prepare these reports.
2. There were concerns of data accuracy and credibility of the reports since manual data-crunching process was error-prone
3. There was a delay in the information that the management was receiving and hence crucial decisions could not be taken at the right point in time.
4. In-depth analysis and slicing & dicing across different departments and sales persons was not possible leading to inefficiency in the data usage.

Our Solution

We have implemented end-to-end Business Intelligence solution which involved requirement gathering from business stakeholders, combining multiple sources of data, data visualization and setting up the data refresh mechanisms for delivering "right-time" KPI metrics.

We have used Tableau for BI implementation. Tableau has consistently been ranked as a leader in Gartner's magic quadrant.

Client Testimony

We have hugely benefited from the Kea BI implementation.

Major benefits form the use of this application –

- ✓ Up to date reporting is possible because of VSM's Kea BI platform.
- ✓ This tool is very useful for the field reps and field managers to tack overall field activity almost on line.
- ✓ This BI tool technology supports complex computations, data blending and creates meaningful and appealing visualization
- ✓ The overall Kea tool interface is very intuitive and easy for field users to navigate dashboards
- ✓ Field managers, Business unit head and commercial excellence team can take correcting actions well in time which helps achieve objective/results

- **CRM Manager,
Large MNC Pharma
Company, Australia**

Benefits from our Solution

Deeper Insights for Sales:

As a result of the Business Intelligence implementation, the company could accurately track various Field Force Metrics that drive sales. They included customer facing days, No. of face to face calls, no. of remote calls, field coaching days etc. They could also track the metrics based on the customer and product segments, medical speciality and brand. Drill down information shows them a detailed account at the sales person level. Market -Share and Sales data analysis gave results achieved for the efforts put in. State wise data showed how the company is performing across country

"Right-Time" information:

Different KPI metrics were required to be refreshed with the latest data at different frequencies. Based on the business requirement, the scheduling was done to provide real time information for some metrics and "Righttime" information for others. Weekly tracking of sales force performance was made possible now . Data visualization made the reports more intuitive increasing the adoption of data-driven decision making in the sales department.

Improvement in Sales Force Productivity:

Daily tracking and proactive decision making has offered greater control to the sales teams and improved the productivity of the field sales force.

Reduction in Cost:

Automation of reporting has freed up the valuable time of the resources that were previously involved in repetitive data crunching activities, hence enabling them to be contribute to business in more effective ways