

VSM Software Private Ltd

Implementing our CRM Solution for a
Pharmaceutical Company in Indonesia



Business Context

A reputed Pharmaceutical company in Indonesia 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 Call Planning, E-Detailing, Survey, Location tracking and various analytics around these.

- 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.
- Needed tracking of the HCP interest to the Digital content showcased and thereby improve the material
- Monitoring the KPIs on field activity was a problem, since current solution did not have all the KPI s covered.
- Tracking of Geo location was required
- In Indonesia every customer visit needs a signed acknowledgement from the customer
- Field teams were more comfortable in local language for query resolution

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
 - Most entries are selection based and less of manual entry in our application
 - System auto generates the repetitive data, which saves user time during reporting
 - One Click – optimized analytics, user can get analytics with just a one click
 - A simple to use mobile application was provided that also addresses CLM/E-Detailing.
 - Voice to Text feature ensured limited entry of descriptive fields. User could just speak into the device and automatically the text would be shown. Necessary correction can be done and submitted
- Complete solution with little or no customization
 - To implement the solution, we had to do just minor customization as all required pharma SFE features were available in the solution.
 - The CRM product has multi-language capability though end users were quite proficient in reading English captions and messages
- Mobile Application
 - The offline mobile application was part of our Product Suite.
 - Geo location tracking in the call reporting ensured better monitoring of the field users

- We provided option to capture customer signature during the visit and also provided this as output in reports for further analysis
- Quick TAT (Turn Around Time) for implementation
 - The solution was delivered within target time. The process of implementation included minimal customization, master data migration and training the trainer and end users
 - We made sure that there was hyper care in the warranty period. We provided easy-to use manuals as well and trained the trainers.
- Local Support
 - We had a colleague based out of Indonesia providing support in the local language.
 - This ensured quick resolution and gave good comfort to the end users in the usage of the system
- Additional Analytics
 - Apart from the analytics available in the application, our support colleague in Indonesia sends out periodic report/dashboard for management

Main modules implemented

- Master Data
- Field activity
- E-Detailing
- Reports and Analytics
- Survey

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
- Quick analytics using all the data that flows into the solution
- The analytics from CLM like total time spent on a content, page/slide wise time spent, brand detailed has helped the Marketing team to better customize the messages delivered
- Local Support for timely resolution and additional analytics
- System driven monitoring to assist the SFA

Testimonial from CEO of the company:

Kea CRM implementation by VSM has been a great experience. Process of call planning, approval through configurable workflow and call reporting has ensured that there is complete accountability for a planned approach to physician connects.

Multi-Channel like E-Detailing, Phone Call and WhatsApp integration has allowed for good marketing even in times of the pandemic. Speech recognition incorporated in the application has enabled easy recording of the interaction after every call. Kea also has good reports for all levels of management.

Kudos to VSM team for a job well done”

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

<https://kea-crm.com/>

July 2023