

CRM Implementation with Custom Integration

Overview:

With over forty years of business experience and annual revenues of more than \$500 million, the client is a premier manufacturer of specialized medical devices that are sold directly to health care professionals and users.

Mission Details:

Deploy a CRM solution in multiple countries that can be effectively used to manage Client's Sales and Service requirements.

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Key engagements:

- Business Process: Sales Reps demo the client's products to Hospitals. Hospitals purchase products from local Distributors. Distributors maintain the stock and a detailed record of all the sales made to share it with the Client. Sales Managers at regional level consolidate this information and share it with their higher officials.
- Service Reps educate customers about their products and recommend them to buy it from their Retail outlets.
- Our engagement included Onsite Business Consulting and CRM OnDemand Configuration & Integration.
- The major requirement consisted of enabling their Customer Service Reps to create and manage Patient information and allowing Sales Managers to manage Sales data coming from Sales Representatives.
- Customized Campaign Management for the client to hold Activities related to promotion and budget information
- Staged Multi country deployment.
- A Multi-lingual solution was provided.
- Analytics Designed over 45 Custom Reports for the client.
 Custom Integration to enable Non-CRM OnDemand users (Sales Representatives) to view relevant client information.

Key Functional Benefits:

- Customer Service Reps have a unified view of the customer can respond instantly while on call
- Sales Managers consolidate the sales data coming from Distributors and higher officials can have a clear view of the sales at various regions rolling up to each country
- Campaign Management allowed the client to better manage their activities related to Promotions and Budget
 information
- Smooth roll out in multiple countries with multi-lingual capabilities
- Easy migration of data from their existing legacy systems