

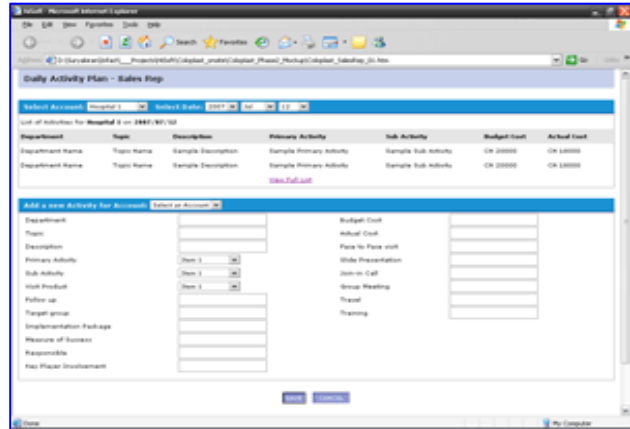
## CRM Implementation with Custom Integration

### 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.



### 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