

CRM System Implementation

The client is an internationally operating Pharmaceutical Company that develops and sells anti-infective and cardiovascular products. New marketing strategies and obsolete legacy systems required process alignment and a CRM implementation to support the operational business.

The Challenge

To facilitate better coordination of marketing strategies, allowing the client to become more productive and more competitive through:

- The development of a better understanding of different customer groups and characteristics/relationships in terms of hierarchy, delivery and influence.
- The segmentation of customers to allow for one-to-one marketing campaigns.
- The support of marketing strategies and activities based on group segmentations.
- The client's data was housed in more than 33 non-integrated transactional systems.

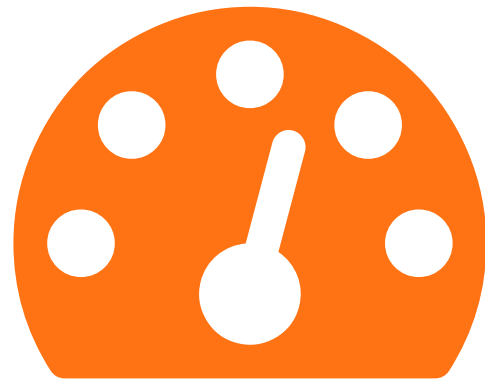
Our Solution

- Implementation of a new sales and marketing support system based on Siebel Pharma 99 considering a newly designed process environment for 150 seats.

- Main features include support for campaign management, mass and individual mailings, a marketing encyclopedia, public activity calendars, business objects and the availability of master data (i.e., customer hierarchies, influencing relationships, classification and segmentation, contact's role and function in several companies).

The Results

- The client now enjoys a high transparency of customer interactions and relationships.
- Marketing activities now follow clearly defined customer segments.
- Very focused marketing campaigns are now significantly more effective.



Contact us today to discuss your consulting needs:

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