

# CRM

## Challenges

- Needed a solution that was more flexible with better functionality
- Required an out-of-the-box solution that required minimal time, financial and personnel investment
- The service had to provide a central system to access sales opportunities, proposals, and other customer information
- They were looking for a better alternative than their current method of relying on email for sharing and reviewing fragmented information
- Management had minimal insight into sales performance

## Solution Benefits

- Solution provides a comprehensive view of healthcare professionals
- Cost-effectively track and measure customer relationships
- Offline capabilities enables salespeople to be more efficient by taking their client information with them when “on-the-go”
- Quick design, development and implementation
- No up-front technology investment
- A consistent, positive experience for customers

## CUSTOMER SCENARIO – On-Demand CRM

# Taking Sales Effectiveness to New Heights with On-Demand CRM

Vaccines have the power to make life-threatening diseases a thing of the past. To deliver its range of vaccines for diseases as cost-effectively as possible, the customer, a business specializing in vaccines, needed to overcome its reliance on an outdated internal technology, namely its local, on-premises, pharmaceutical-industry CRM system.

## Solution Requirement

The company’s previous sales management system, which was used to manage relationships with thousands of doctors and other healthcare professionals, was beginning to experience problems, especially with data exchange. For example, in the prior solution, to share data the customer would have to send it to someone via a zip file and have to wait for it to come back (in the same format) with any necessary edits. The company was thus seeking a single, consolidated, and up-to-date view of their customers. They also needed the solution to be cost-effective, adaptive and user-friendly.

## Making the Decision

Ultimately the customer chose an On-Demand CRM solution because of the unprecedented sales functionality, ability to integrate seamlessly with SAP back-office systems, and ease of deployment and use. Their decision was also influenced by the extremely positive feedback of other pharmaceutical companies who were using the same product.

## Implementation

The company was able to deploy and have the solution up and running in less than one month. Further customization and integration into the flagship applications took two months. This enabled them to drive increased sales effectiveness and efficiency through a single, comprehensive view of thousands of doctors, nurses and other healthcare professionals.

## Real-time information

Previously, when the sales representatives were in the field, they were out of touch with their data. But with the On-Demand CRM solutions’ capabilities, they are able to stay connected through their web browser and mobile phone. With this particular version of the chosen solution, salespeople can take all their customer

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information with them when they leave the office and keep working on critical issues and deals with the easy-to-use, browser-based CRM interface. When they connect to the Internet, this product version automatically updates records so the latest information is always available.

### Increasing sales teams' effectiveness

More than 60 sales representatives use the hosted, collaborative sales system to manage almost every aspect of the day-to-day sales relationship. Territory managers use the system to analyze sales pipelines, improve sales processes, and enhance their insight into critical sales issues, as well as defining and aligning sales territories with the organization and its' structure.

The solution also integrates seamlessly with two critical systems: the company's SAP back office order management system and the healthcare provider's healthcare database, to maximize the sales teams' effectiveness and efficiency.



### Optimal Results

With a comprehensive, unified view of customer information and instant access to product information, salespeople are now able to manage activities and workflow better, and data has reached unprecedented levels of reliability and availability.

## The Tata Communications' On-Demand CRM Solution Advantage

Succeeding in a competitive environment requires discovering and maximizing the value of your revenue opportunities. Tata Communications' On-Demand CRM provides an open solution to improve the responsiveness of your sales, marketing and customer support teams. Our On-Demand CRM is a full-featured, enterprise-class suite of services, accessible from your desktop, web browser or mobile device.

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## About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and Pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information on Tata Communications' On-Demand CRM, visit [www.tatacommunications.com](http://www.tatacommunications.com)

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