

## Case Study

### Automated Customer Relations Management



#### Business Challenge

As patents on several well-known prescription drugs were about to expire, one of the world's largest generic pharmaceutical wholesalers needed to act fast in order to capitalize on these new drugs.

A special task force was charged with consolidating customer information and tracking sales contacts. In addition, they needed to track, analyze, and forecast sales in order to effectively launch promotional campaigns targeting specific customer groups.

However, this data was scattered throughout the organization in different formats, including Microsoft Excel spreadsheets and DB2, Oracle, Microsoft Access, and Microsoft SQL Server databases. This data needed to be consolidated and presented in a user-friendly system for the sales team as soon as possible.

#### Advanced Solution

Organon relied on its business savvy and technical expertise to provide a quick and effective solution for its client. By leveraging the existing strengths of Salesforce.com, which provides an intuitive interface for salespeople and a powerful back-end for managing data, Organon designed an automated system to aggregate the necessary data and upload it into Salesforce.com every hour.

Organon also developed a suite of customized, dynamic management reports to provide managers with key indicators for assessing the effectiveness of promotional campaigns and sales calls. The finished applications allow users from different business units to easily create and manage promotional campaigns.

Organon designed, developed and implemented the entire project in just eight months—in time for the business to reap the profits of the new products.

#### Results

These systems, designed and implemented by Organon, now facilitate tens of thousands of sales calls each year. Within one year, over 200 promotional campaigns created which generated over \$10 million in sales, an increase of 28 percent for targeted customers.

All told, Organon used its business and technical knowledge to dramatically improve their client's profitability by promoting generic pharmaceuticals.

#### Technologies:

- MS SQL Server 2005
  - Database Engine
  - Integration Services
  - Reporting Services
  - Visual Studio
- Oracle
- Salesforce.com
- IBM DB2
- IBM DBAmp

#### Results:

- \$10 million in annual sales managed by the system
- 200 promotional campaigns generated each year
- 4,500 customers enrolled across the country

