

A large Medical device company implemented
KEA – CRM solution for South Asian countries

Business Context

A leading Germany headquartered Medical device company specializing in Consumables was in need of a robust CRM solution for the South Asia markets. The field force in these markets were capturing all the data manually which made it necessary for the company to automate their processes to get better visibility on effort and results.

Challenges

The company is using a global CRM solution across all the countries but the global solution was restrictive in its scope and hence not able to meet all the business requirements in the South Asian markets. Some of the challenges and expectation were

- The global solution was complicated and not user friendly because of which the sales reps preferred capturing data manually or on excel
- The company was expecting both sales and efforts under one platform with all the touch points w.r.t to customer management as well as sales force administration being captured. The coverage in the current global solution was limited
- The company was looking for a mobile based CRM solution to enable the sales force to capture the detailing data on the go. The current solution was only web based.
- The CRM solution was expensive for sensitive markets like the South Asia regions.
- The field also lacked discipline in reporting their effort because of which the company did not have any proper visibility of what was happening in the markets w.r.t their products.

Our Solution

With KEA we offered a one stop solution for all the sales needs of the company. The product covers all the main steps in the chain – lead management, sales force administration and channel management. Our prior experience in working with pharmaceutical and medical device companies in these markets gave the company the confidence that our solution will best meet their business needs.

We also provided our KEA – Apt solution on the mobile which was easily accessible on the Android devices given to the sales teams.

Benefits from our Solution

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Our KEA-CRM for Medical devices has been in use in these markets for over a year now. Following are the key benefits that the company has seen from our product and services.

- User friendly screens. The product usage showed a compliance of 95% within the first 3 months of go live
- Better call plan and reporting discipline
- KEA is configurable and hence it was easy for the company to fit it into their business requirement.
- Better visibility on the field effort and results to the top management
- KEA provides a visible cost and infrastructure advantage over the global solution.
- KEA enabled presentation of accurate and relevant data to the top management for their decision making.
- KEA helped in improving sales force efficiency at all levels.