



Implementing CRM/SFE in Multi-Countries

Business Context

A Pharma MNC wanted our SFE/CRM Product to be implemented in multiple countries.

Challenges

There were several challenges that needed to be handled:

- Multi-language Support – Apart from making the product support multi-languages, there was the task of getting the right translations from the client.
- Scope Creep – The requirements variation from country to country which had to be handled.
- Training – End users were not proficient in English, so training them from our end was difficult
- Data Migration – Getting the data in the required template

Each of the above had to be handled by our team with great support from the client, for a successful roll out.

Our Solution

The methodology that we adopted to mitigate the challenges were:

❑ Multi-language

- The application itself had to go through modification to handle multiple languages:
 - Implementation of xml file for alert messages
 - Implementation of rest file for captions
 - Specific culture had to be set
- Translations from the client:
 - The project owner had to understand the application
 - The project owner at the client end had to understand the context of the captions and the alerts
 - After implementing the translations, the client had to go through once to make sure there has been no misunderstanding
 - Correction based on the findings

❑ Scope Creep

- Each country likes to have its own practices/requirements to be implemented. To handle this
 - We mapped requirement vs existing functionality and changes were dropped if the existing was near match
 - Flexibility in terms of data model was done, to handle client specific requirement for hosting etc.
 - Large important variation from existing functionality were listed and prioritized. Based on urgency the same was developed and released in phased manner
 - If variation was of the “nice to have” category they were dropped all together, to be taken up later.

☐ Training

- The language barrier meant we could not train the end users directly
- Series of training sessions were held for the trainers in the company
- Key presentations were prepared in English and given which then the trainers translated and used for their training sessions
- CBT was also provided so the trainers could get comfortable

☐ Data Migration

- Getting the right data in the right template meant the following process
 - The template had to be explained clearly with a set of written instructions
 - Mandatory data for the system was not available in all the countries. The template was shared at the beginning itself so the same could be collected from field users
 - Some of the countries were migrating from another system, so the required data was not available in the required format, so assistance was provided
 - Since the dependency was on the field users, constant follow up from our end and by the project owners from the client end was required
- ETL process was implemented to get the data into the database.
- Application was tested with the data for proper all round

Benefits from our Solution

- Faster and successful implementation meant that benefits from new CRM came in quicker
- Customization kept to manageable levels, helped in keeping to the timelines and reducing errors. Our flexible approach to customization meant that the company got all the needed functionalities
- Local language adoption could help in reaching good reporting compliance
- The solution helped better planning and execution of field activity.
- Because of this implementation, productivity improved significantly

