

A Sales Force Automation Tool Story

# Sales Force Automation tool for Healthcare & Pharma Industries



## An Overview

The leading pharma company in India wanted to build a sales force management platform for healthcare and the corporate industry with various modules and benefits, including niche marketing. This organization has a huge presence in diabetology, pain management, gynecology, oncology and anti-infective segments.

## Key Business Objectives

The main goal behind this project is to provide help to the business to manage the sales force and daily operations to enhance proficiency.

**Robust Sales Force Management for Healthcare**

**Secure and Scalable Platform**

**Automating Routine Sales Force Tasks**

**User-friendly responsive design**



## The Challenge

Some of the challenges that we faced while developing the investment platform for our client are:

### > Route Planning Constraints:

As per their system, the Medical Representative needed to plan the activities for the next month, depending on the number of states. Based on the rights of these states, the medical representatives could add the doctors to their standard visiting lists. The client wanted to have a functionality that could convey the exact route and number of kilometers. This functionality was difficult to incorporate due to the number of states and standard visiting lists.

### > Data Leakage Prevention:

The client holds a strong reputation in the marketplace for data security. The client wanted to develop a web application that restricts users from copying the content from the web application to another platform. We had to incorporate data security, limit access to developer tools and hide the 'inspect element'. We were also asked to disable the 'print content' and 'screenshot' features of the page.

## Implementation & Solutions we Offered

We provided a sophisticated LXP-LMS integration, considering the client's requirements with different solutions. Let us take a look at them:

### Smart Calendar System

- We developed a custom calendar that could streamline the monthly plans or standard tour plans. The client could expand the particular cell row and expand all the cell rows.

### Anti-Tamper Security Layer

- To secure the data, we developed some functions that restrict the users from taking screenshots and also disabled the inspect element feature.

### Master Management

- The platform allows healthcare providers to learn and master the management of routine medical activities.

### CRM

- We have integrated a CRM solution to help manage 360-degree patient profiles, automated appointment scheduling and data insights.

### Daily Activities

- The platform dashboard provides real-time data insights for daily activities, enabling health workers to improve decision-making.

### Stock Management Reporting

- Tablets and medicine stock inventory management reports allow authorities to prepare accordingly, eliminating the chance of stock insufficiency.

### Marketing

- We have added marketing functionalities for campaign management, new product introduction and niche marketing.

### HRMS

- The HRMS solutions in this platform enable employee management, expense reimbursement, employee surveys and more.

### Training

- The training module provides courses for new employees and refresher training for existing employees, with grading and performance.

### Issue Resolution & Complaint Management

- The platform has an impressive functionality of complaint management and quick response to issue resolution.

## Key Benefits

### Complete Automation

Paperless complete automation of Sales, Marketing and HRMS

### Centralized Operations

Helped to centralize the activities and monitoring of the same

### Brief Reports

One-page report to make important decisions for

### Rapid Support & Management

Quick response and masters management

### Enhanced Ticket Resolution

Better complain and issue resolution

### Responsive Design

Responsive and user-friendly interface to handle from Mobile/Desktop/ Laptop



## Conclusion

This Sales Force Automation tool development is used to help the sales personnel automate routine tasks and accelerate productivity. DRC Systems has helped a leading pharma company with a problem-solving sales force automation tool that handles the majority of the tasks through advanced automation.