

Sales Force Automation tool for Healthcare & Pharma Industries



This platform enables management of sales force for corporate and healthcare industry which has various modules and benefits.

This is implemented in one of the leading pharma companies in India. It initiated the concept of niche marketing in India and is today known as one of the leading pharma enterprises in the therapeutic segment of cardiovascular (CV), central nervous system (CNS), gastrointestinal (GI) and women healthcare (WHC).

This company also has a huge presence in diabetology, pain management, gynecology, oncology and anti-infective segments.

The Challenge

- 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. Client wanted to have a functionality that could convey the exact route and number of kilometers. This functionality was difficult to incorporate according to the number of states and standard visiting lists.
- Client holds a strong reputation in the marketplace and data security. The client wanted to develop a web application that limited the users to copy the content from the web application to another platform. We had to incorporate data security and limit the access to developer tools and hide the 'inspect element'. We were also asked to disable the 'print content' and 'screenshot' features of the page.



The Solution



- We developed a custom calendar that could streamline the monthly plans or standard tour plans. The client could expand the particular cell row and can expand all the cell rows. We offered a responsive design for calendar and doctor details, integrated context menu for copy paste and delete functionality which required different pages before. With this, the users can easily copy paste one day/date's content to another day/date.
- To secure the data, we developed some functions that restrict the users from taking screenshots and also disabled the inspect element feature. Apart from that, our team also restricted the 'print the page' and restricted a user from copying the content outside the application. We have incorporated SQL injection so users cannot find the server details into developer tools mode. This hides the data in the API call. We have integrated customized functionality that encrypts and decrypts the payload at the front-end and back-end.

Key Benefits

Paperless complete automation of Sales, Marketing and HRMS.

Helped to centralize the activities and monitoring of the same

One page report view to make important decisions

Quick response and masters management

Better complain and issue resolution

Responsive and user friend interface to handle from Mobile/Desktop/ Laptop

The Solution

Master Management

- Doctors
- Chemists
- Employees
- Product
- Sample
- Event Master

CRM

- Leads Management
- Calls Management
- Prospects
- Quotations
- Sales Order based on inventory available.

Daily Activities

- Onsite meetings plan for today/tomorrow/this week and this month
- Expenses

Stock Management

- Primary Stock – Stock available in the distributors inventory
- Secondary Stock – Stock available in the company's inventory
- Auto Orders for below threshold quantity.

Reporting

- Daily meetings and logs/comments
- Sales Report
- Activity Report
- Planning Reports
- Expense Report
- Visit Data Report
- Field Hierarchy Report for approval mechanism
- Mis Report – Leads missing in CRM
- Stock Reports
- Distributors and their sales report
- New Leads and Prospects
- Campaign Performance Reports
- Monthly Revenue

Marketing

- New product introduction
- Product Catalogue
- Campaign Management

HRMS

- Employee management
- Recruitment Module
- Salary Management
- Leave Management
- Personal Tax management
- Increment Parameters & Performance metrics
- Loan
- Public Holidays
- Expense Reimbursement
- Employees Survey
- Employee ticket and Hotel accommodation booking

Sales Planning

- Sales Target
 - New Market to target
 - New product to target
 - Marketing Budget allocated vs used
- Freeze/Unfreeze requests
- Sales Achieved

Training

- Courses for new employees
- Refresher training for existing employees
- Grading and performance

Issue Resolution & complain management

- Issues of employees and complains are managed

Conference/Event Management

- Invitation to Prospects and customers
- Air ticket booking
- Hotel and accommodation booking
- Taxi Booking
- Expenses booking