



**MOLD-TEK**  
Technologies Limited

www.moldtekit.com

Add Agility to Your Business!

## Pharmaceutical Formulations Division –Sales & Marketing CRM

Our diverse modules range from Doctor and Pharmacist management to Mobile reporting and Analytics. Our Pharma focused solution helps medical representatives capture and generate data about Doctors, Chemists, Stockists, and Stocks of Samples/Gifts with field salesforce.

### CRM Modules

#### Daily Call Reports or DCR Module:

- Daily Activity Report is the most significant module in Pharma Formulations. Track daily activities, physician interactions, month plan deviations, events and numerous other activities through this daily tracker.

#### Doctor or Physician Management:

- Managing Doctors based on category is a big challenge unless the sales representative plans his entire month focusing on set priorities and categorizing doctors into - A, B, C categories & setting visit frequencies. With the help of our solution, your company can track all doctor related activities with different types of reports
- Maximize prescriptions and Consolidate doctor profiles into a central repository to gauge sphere of influence. Be aware of his product awareness & drug perceptions through compulsory MOM fields
- A unique issue that every Pharmaceutical company faces is the gift and sample request automation. SF lets you track every single sample until it reaches the intended receiver without too many inputs from end party.

## Tour Plan Management:

- You can create a Standard Tour Program for 23 days a month: Day wise –Area Wise – Doctor Wise
- Company's holiday's list is shown automatically in the Tour Plan window
- Representatives can modify the Month Wise Tour Plan through daily track on deviations depending on their current month requirements
- System allows MRs to send a request to managers to team up with them on important meetings
- Manager alerts & notifications on mobile or through mails
- Manager's approval process with the ability to modify the individual MR's tour plan.

## Pharmacist Management – Strengthening Distribution network

- Create a comprehensive view by profiling chemists, their consumption patterns and in-store competition activities
- Understand chemists purchase patterns, stock cycle and supply lines for accurate demand forecasting
- Engage with chemists and stockists to understand key influencers in their catchments
- Devise collaborative promotions to introduce new products, build brand loyalty and strengthen relationships with stake holders.

## Campaign Master:

- Different Campaign Creations and roll outs
- Pop up / Alert for MRs regarding new campaigns
- Repeated alerts till MRs complete the campaign requirements
- Timeframe for the campaign as given by the admin

- SOP & Modality display
- Doctor Selection for Campaign through approval from Manager (Campaign wise Doctor list, Doctor wise Campaign Details)
- Campaign wise Doctor Visit List

## Empower Workforce for Results

- Automate the process of sending invitations, confirmations, event reminders and post-meeting gratitude communications through mailing lists and templates
- Create efficient coverage plans for clinic visits with better calendaring and travel expense management
- Use in-built knowledge retention to combat effects of sales force attrition
- Utilize the waiting time during clinic visits by capturing competitor activities to build market intelligence.

## Improve Complaint Resolution and Compliance

- Manage all adverse comments and complaints from retailers, physicians and hospitals through a single consolidated repository
- Through CTI integration, empower customer care to have every minute detail about the customer's or physician's history with the company even before the call gets connected
- Implement multi-department workflows for timely resolution of service requests

