

EMPAUA



octapharma®

Customer Success Story



Octapharma - Customer Success Story
EMPAUA Switzerland



Overview

About the company

Octapharma is one of the largest human protein product manufacturers in the world headquartered in Lachen, Switzerland. They develop and produce medicines based on human proteins from human cell lines and human plasma, sourced from our own plasma donation centres and other external sources. The doctors and scientists at Octapharma focus on three therapeutic areas: haematology, immunotherapy and critical care, and the products are available in 118 countries and reach hundreds of thousands of patients every year.

■ Company

octapharma

■ Industry

Manufacturing

■ Sector

Pharmaceuticals

■ Salesforce
Solution
Implemented

- Sales Cloud

Customer Challenges

Onboarding to Salesforce the US and China team

The Industrial Business Team of Octapharma in Europe had been using Salesforce for almost two years and was happy with the CRM functionalities. To reflect the joint global business structure, they wanted the US as well as China team to onboard.

Non-conclusive account history

Moreover, quality-related activities were not reflected in the CRM system leading to non-conclusive account history. This needed to change.

Data not tracked on a global scale

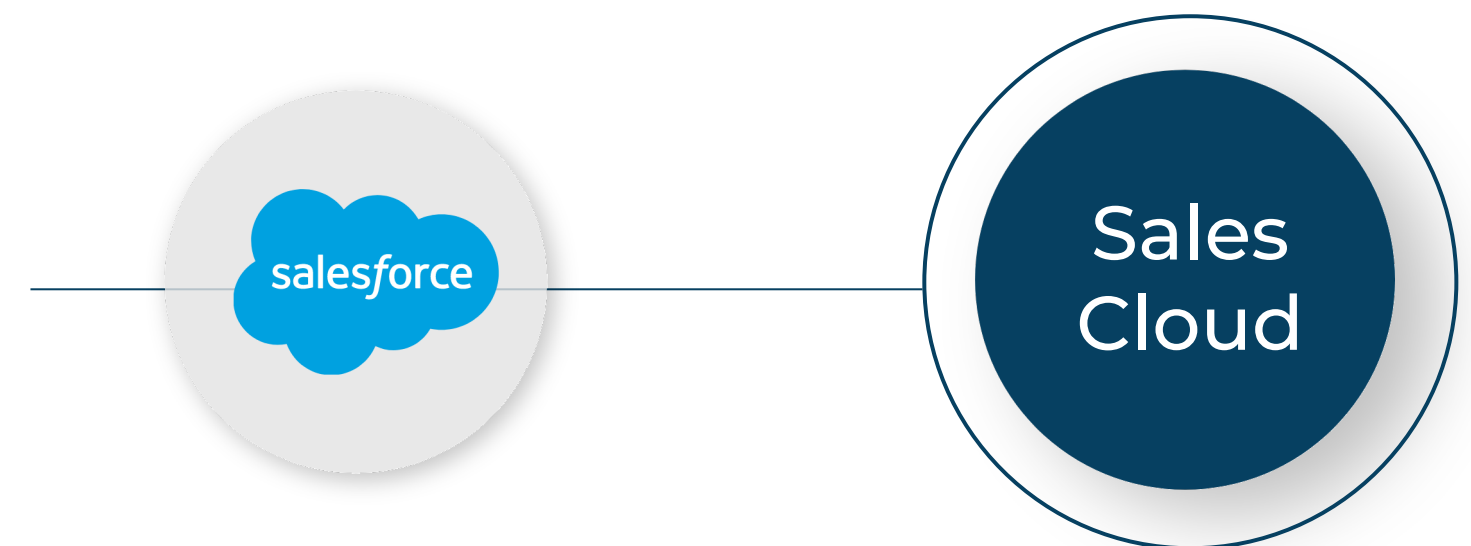
Their processes, however, had some differences, which needed to be accounted for. Activities, as well as sales data for the Industrial Business, were not tracked within Salesforce on a global scale which resulted in incomplete account information.

Solutions

EMPAUA implemented a number of custom solutions in order to improve the client's experience with Salesforce.

The EMPAUA team took a holistic approach to design and implementing Salesforce solutions. In this way, we ensured that every stage of Octapharma's launch process was captured in an easy-to-use system. Among the advanced solutions that the EMPAUA team implemented were:

- Adjustment of existing sales processes for the Industrial Business
- Clean-up of some existing objects
- Outlook integration
- Duplicate rules & matching rules setup
- Diverse automation, e.g., automatic creation of orders record, based on record creation of invoices
- Creation of processes and objects to track the quality agreements
- Reports and dashboards that use the new processes to show relevant data.



Results

The results of the implementation showed positive signs from day one. The EMPAUA team is exceptionally proud to see that among the most important results of this project are:

- Outlook is integrated, improving the efficiency per customer interaction and ensuring contact histories are complete
- All processes are harmonized, streamlined and clear per country
- Quality relevant topics can be tracked
- A meaningful reporting system has been successfully installed.



- **All new processes are harmonised, streamlined and clear per country**
- **Tracking system to identify quality-relevant issues**
- **Meaningful reporting system installed**



“ The upgraded CRM system allows the Industrial Business team to align our activities at a global scale and harness the power of tangible data for strategic decision-making. ”



EMPAUA + octapharma