

Case Study

Pharma Company in India producing Animal Health and Veterinary products

Salesforce is supporting the sales team operating in international geographies to manage distributors orders and ensure the region is well-stocked to fulfil the local requirements

Challenge

User adoption and usage of the bespoke CRM solution was very low. No visibility to opportunity pipeline

Customer was very keen to leverage CRM to manage the complete lead to opportunity cycle

Customer was not able to engage with end-customers like farmers and veterinarians to promote products

SKUs and prices offered for each country and region needed to be maintained in the system

Sales Reps targets achievements could not be tracked in system

Sales Rep expense claims were tracked manually

Solution

Upgraded the CRM solution to Salesforce Sales CRM to manage the complete Lead to Order Cycle

Product SKUs, price rates for each country enabled through price lists, multiple currency options and multi-lingual interface

Complete information of end-customers and distributors maintained in the system

Lead management process enabled to record and track leads and lead conversion

Opportunity tracking and pipeline analysis reports provide visibility to opportunity pipeline, forecast reports and target achievement

Enabled Expense claims creation for sales team

Application / Tools



Benefits

Complete visibility to opportunity pipeline

Accurate forecasts and tracking of target achievement

Increased User adoption

Ability to engage with end-customers through marketing campaigns