

# **CASE STUDY**

**Industry:** Pharmaceutical

**Product Name:** MobiSales - Pharma

## Overview

Mobiquest implemented a Mobile based reporting solution enabling real time capture of daily visit report to doctors and retailers in their area for field force of a large pharmaceutical company. MobiSales helps in automating Daily Sales Report, Field Force Automation, Sales /Customer Data capture from the field.

## Problem Description

Pharmaceutical companies typically have a strong field sales force handling number of daily visits to the doctors & retailers within their area.

The current process of field force reporting was manual & paper-based. Field representatives used to submit field work reports twice in a week to the zonal offices. The reports were then data entered into a CRM system at the head office for generating various performance metrics, reviews and analysis. This paper based reporting process had a lot of data-entry duplication where the same data point was captured in various formats. This needed to be immediately addressed.

Mobiquest was sought assistance to study the manual process and provide recommendations on how to deliver the same solution at a much lower cost while improving current service performance & better field force management. Additionally, the pharmaceutical company also sought assistance with the initial implementation of those recommendations.

## Solution

The pharma company selected mobile based solution - MobiSales for pharma, a product developed by Mobiquest that helps to automate the entire field force reporting process. The system allows their medical field representatives to select the name of doctor or retailer from a pre-allocation list and update the visit information like brands prescribed, gift distributed and doctor/retailer value within the mobile client application. This data travels in real time back to the organizations' central CRM system. MobiSales connects the field force to the manager and the support center helps in improving the data capture & transfer process which results in saving time.

Earlier most of the forms including the daily activity details were filled by the field executive on paper and then transferred either through a web based system or physically delivering the reports at their respective offices. The reason being high costs of acquiring web enabled system (Laptops, PDAs) for the field executives. It was a very time consuming task and managers had no update on the activities until the reports reached the office. The MobiSales addresses this problem where a simple common mobile phone can be used to capture data in pre-defined format over an SMS.

The manager can easily find out the location of executive and number of doctors or retailers visited and the details of the meeting as well at any point of time. So now the decisions can be made much faster.

A secure web backend is provided for user account management & import/export of pre-allocated doctors & retailers' list specific to each field reps area. Moreover it helps in securing authentication, generate reports and enable/ disable field executive's mobile account.

The web panel also provides more than 20 report types with location & user filters for daily report generation and analysis.

Specific Features of the system:

EDGE / GPRS based Mobile solution to Automate:

- Daily work allocation to your medical rep
- Capture Doctor/ Retailer Visit from field
- Leave Management
- Expense Management
- Real Time Transfer of data
- Daily Monitoring of field reps
- Productivity Report
- Generate reports (more than 20 formats available)

Advanced Features Available only in Advanced Version:

- Capture Location Details (requires GPS enabled device)
- SMS option in case of network unavailability
- Receive Alert & Corporate communications
- Leave Management & Approval Workflow
- Expense Management & Approval Workflow

## **Benefits**

- Improved efficiency of field force due to elimination of multiple data entries in paper forms
- Decreased errors associated with manual processes
- Better control & management of field representatives using real time monitoring panel
- Quick data capture from field, accurate & real time reports generation for analysis & forecast
- Cost effective solution running on cheapest available java enabled mobile phones
- Increase in revenue as the costs are reduced
- Seamless integrated with organizations existing CRM applications using CSV/Excel import/ Web services / Direct Integration interfaces