

IMPROVED OPERATIONAL EFFICIENCY AND CUSTOMER EXPERIENCE Pharmaceutical

A global pharmaceutical company needed a way to efficiently and reliably retrieve customer data from disconnected ERP and CRM systems. The manual and time consuming process was negatively impacting the customer experience.

PROJECT HIGHLIGHTS

- ▶ Industry: Pharmaceutical
- ▶ Revenue: \$1B
- ▶ Technologies: Custom Mobile Application based on Hybrid Technologies
- ▶ Geographic Location: US
- ▶ Employee Strength: 5,500

BUSINESS SITUATION

A global biopharmaceutical team was spending 6-8 hours researching customer details to prepare for meetings with the customer. This information was held in disconnected systems and with various people. The manual process was time consuming and inefficient.

SOLUTION

KPIT developed Insights, a custom mobile app for smart devices that integrated the various systems that contained customer information (CRM, SAP ERP, ERP). We defined, designed, and developed a 360 solution to provide real-time, accurate information customer details.

OUTCOME

- ▶ Provides sales a 360 view of customer data
- ▶ Saves 7-8 hours per customer engagement
- ▶ Provides accurate, real-time customer data
- ▶ Enabled sales to provide an engaging and personalized customer experience

KPIT is a global technology company providing IT Consulting and Product Engineering solutions and services to Automotive and Transportation, Consumer and Industrial Goods, Energy and Resources, Utilities, High Tech, and Life Sciences companies. We create smart, safe, and sustainable technologies and solutions to enable a better world that is more connected, intelligent, cleaner, and greener.

connectwithus@kpit.com | kpit.com

KPIT[®]

Technologies for a better world

