

INDUSTRY

Pharmaceutical

Company is part of a multi-national Group, a global provider of active pharmaceutical ingredients (APIs) with an unblemished reputation for quality and support around the world.

As Asian manufacturers increased the quality of their products, the Group was well positioned to provide APIs and finished formulations from India and China to the West and opened additional offices in Vietnam and Kazakhstan.

Value Creation Modules

Sales Cycle

Sales Team managing sales cycle from onboarding a prospect to converting into a deal of various size

Consulting & Support

Feature consulting on Salesforce, data consulting and consulting around Power BI

Integrations

CTI for inbound and outbound call simulation

Org Customization

Customization current org with features like Sales Navigator, CTI Integration, Lightning pages customization

Process optimizations

Optimizing use of Contact by avoiding creation of duplicate accounts and opportunities, Handling contact's movement across organization

Reports & Dashboards

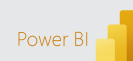
Highly optimized reporting with automated alerts based on different threshold

Personas



- Sales Team
- Ex-Client
- Inside Sales
- Data Team
- Channel Partner

Products & Technologies Used



CASE STUDY



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CHALLENGES

- Highly under-utilized Salesforce features and functionalities
- Incorrect utilization of Lead, Contact & opportunity objects as per SFDC CRM standards
- Various lightning features not being used or being used incorrectly
- Contact transition and lead conversion data issues

- Detailed system Audit of current implementation w.r.t., functional and technical prospects
- Optimize Lead conversation process to avoid data loss and incorrect mapping
- Implementation of validations and unique index of Contacts

- Implementation of Opportunity Team and Account Team with stipulated access to different team members
- Custom lightning implementation and lightning pages for product configuration



SOLUTION



BENEFITS

- Discover issues existing in current system and plan implementation steps to optimize current system
- Implementation of duplicate rules helped tag correct Leads with either existing or new Accounts
- Contacts even if they move to another business their data and relationship is still maintained and can be continued with new updates
- Opportunity and Account teams enabled APCER to give restricted access to team members and implement better control