



Shanghai Pharmaceutical Co., Ltd
Shanghai, China
www.shaphar.com

Industry:

Life Sciences

Employees:

2,400

Oracle Products & Services:

Siebel CRM

Oracle Partner:



Camelot Information Systems
www.camelotchina.com

“Oracle’s Siebel CRM system has given us greater control and insight regarding our sales and marketing strategies. We can now record and follow up leads and work on converting these opportunities into actual sales. As a result, we expect profits to steadily increase over the next few years.” – Liu Wei Xiao,
Assistant Director, Computer Center, Shanghai Pharmaceutical Co., Ltd

Shanghai Pharmaceutical Improves Service, Boosts Profits by Ensuring Every Sales Lead is Acted Upon

Founded in 1952, Shanghai Pharmaceutical manufactures, sells, and distributes pharmaceuticals to hospitals and other healthcare organizations. The company makes over-the-counter medicines, prescription drugs, active pharmaceutical ingredients, biopharmaceuticals, and traditional Chinese medicine. It also operates approximately 1,000 drugstores across China.

Challenges

- Implement a customer relationship management (CRM) system to replace manual customer service workflows
- Provide head office with real-time access to sales, financial, and inventory data from subsidiaries and branch offices
- Gain visibility into the pharmaceutical sales process
- Establish effective measures to evaluate sales performance

Solution

- Engaged Oracle Partner Camelot Information Systems to implement and roll out a CRM system based on Oracle’s Siebel CRM suite to more than 400 users
- Migrated all distributors and subsidiaries to the CRM system, ensuring their sales data is now transparent to head office and enabling more informed decision making and sales planning
- Managed and tracked the outcome of sales and marketing strategies, including visits to customers by sales staff, leads to be followed up, and opportunities that were converted into sales
- Enabled staff to track product performance to quickly meet changes in demand, like increasing the production of influenza medication in preparation for a swine flu outbreak in China
- Enhanced customer service by recording every query and complaint in the CRM system for follow-up, so that issues not resolved within a certain time are automatically escalated to a senior manager for attention
- Increased efficiency by clearly defining the responsibilities and sales goals of branches, departments, and individuals
- Improved productivity and reduced human error by eliminating paper-based processes and automating workflows