

# Wyeth

Wyeth UK  
Berkshire, United Kingdom  
www.wyeth.com

## Industry:

Healthcare

## Annual Revenue:

US\$714 million

## Employees:

500

## Oracle Products & Services:

Siebel CRM Base  
Siebel Life Sciences CRM  
Siebel ePharma  
Siebel Pharma Campaigns  
Siebel Territory Management  
Siebel Anywhere  
Siebel Remote Client  
Siebel Marketing Resource  
Manager  
Siebel Events

## Oracle Partner:

Accenture  
www.accenture.com

**“After evaluating a number of products, we chose Oracle’s Siebel ePharma CRM solution because it offered the most comprehensive solution for a complex multichannel sales environment. Also, the scale and size of Oracle gave us confidence. In today’s market, we needed a supplier that would be viable for the long term.”**

– Claire Myerson, ITS Director,  
Wyeth UK

## Wyeth UK Gains Single Customer View and Drives Customer Focus with Companywide CRM System

Wyeth is a global leader in pharmaceuticals, consumer healthcare products, and animal healthcare products. In the United Kingdom, Wyeth is ranked among the top five pharmaceutical and healthcare product companies. Wyeth UK is responsible for the sales, marketing, and delivery of a broad range of medicines, vaccines, and pharmaceutical products.

## Challenges

- Become the most customer-oriented healthcare company in the United Kingdom within three years
- Move from a product-oriented approach to a customer-oriented approach to better manage customer relationships with organizations such as the National Health Service
- Provide a comprehensive, single view of all customer interactions to improve customer relationships
- Reduce time spent searching for customer information
- Consolidate and replace a vast array of outdated legacy systems

## Solution

- Worked with Accenture, an Oracle Partner, to implement Oracle’s Siebel ePharma CRM solution to provide 430 users—including 200 field-based employees using 3G devices—with access to real-time customer information
- Provided a single view of all customers and accounts across the pharmaceutical, nutritionals, and consumer divisions to improve customer relationships
- Logged all interactions with customers in a single repository, whether over the Web, face-to-face, via inbound call centers, or outbound telesales to gain a single customer view, simplify processes and deliver better customer service
- Provided a single repository for integrated marketing campaigns and account planning
- Consolidated over 800 individual spreadsheets and databases into a single system—ultimately reducing the time spent searching for customer information across multiple departments from up to one day to just minutes
- Promoted knowledge sharing and contributed to a wider cultural change toward a customer-oriented business