



"Using Siebel Pharma, Novartis Pharmaceuticals has increased sales productivity and effectiveness. We have reduced the number of duplicated calls to physicians by our sales representatives from 3.7 percent to 1.5 percent. By increasing productivity and improving customer targeting, we anticipate a full return on investment."

Juanjo Francesch
CIO, Emerging Growth Markets

"[Oracle's] Siebel CRM system has supported the implementation of new business strategies and improved sales efficiency. We have increased the number of sales calls by 30 percent while cutting reporting time by 50 percent. The solution will certainly help us increase revenues and profits."

Cao Guangzheng
Senior IT Manager
Novo Nordisk Pharmaceutical Co., Ltd

Transformational CRM for Customer Centricity

Sales channel saturation, proliferation of newer media and ballooning sales & marketing expenditures are posing new challenges. At the same time there is increased regulatory scrutiny of sales and marketing expenditures. Increasing the efficiency of the sales & marketing organizations and maximizing revenue growth is driving life sciences companies to redefine their CRM practices.

Oracle's industry specific CRM solutions enable you to implement an integrated approach to increase the effectiveness of your sales, marketing and service initiatives.

Increasing sales and marketing effectiveness calls for a constant need to create and maintain demand for products. Traditional sales and marketing practices are less effective today. To succeed companies need to analyze and assess the impact of every sales and marketing interaction, and leverage the information to drive future investments.

Oracle's Pharma CRM suite is specifically designed to meet the customer-centric business process requirements of the pharmaceutical industry. It integrates marketing, sales, and service processes and lets you capture information about every customer interaction across multiple channels- call centers, marketing, field sales departments, and the web. With this information, you can create a comprehensive view of your customers, eliminate conflicting sales calls, and improve your ability to coordinate marketing and sales. With Oracle Pharma CRM you are now able to:

- Improve physician segmentation and targeting
- Deliver personalized, effective and successful sales interactions
- Enhance the quality, consistency and speed of medical communication

Improve physician segmentation and targeting

Sales channel saturation and increased regulations are driving companies to realign their customer engagement model and processes. This calls for undertaking a number of complex, interconnected business-process changes to create a differentiation in the market. Effectiveness of stand-alone sales channels is on the decline, making it even more critical for companies to have integrated sales and marketing programs. With the proliferation of multiple channels there is the need to be able to gather information from multiple sources to better target physicians and maximize sales impact. Only Oracle Pharma CRM lets you respond quickly to changing market conditions by providing analytics that are built into the sales force automation and marketing applications, to better target physicians and maximize sales impact. You can use the applications to realign your sales force quickly, validate an alignment before deploying it in production, and model several alignment strategies. Concurrently, you can maintain historical views of alignments and territories to comply with federal regulations. To help unify your sales efforts, the application supports cross-functional processes such as customer targeting, samples and formulary management, and territory and objectives management.

Did You Know?

- 20 of the top 20 pharmaceutical companies use Oracle's Siebel CRM applications
- 200+ life sciences companies use Oracle's Siebel CRM applications
- 160,000+ global users of Oracle's Siebel CRM applications

Through its support of physician and account-centric sales models, the application provides your sales force with a robust set of tools to manage the business. Because the application can be used both online and offline, sales representatives can remain highly productive no matter where they are. They can easily create target lists to plan routes and calls, add appointments to their calendars, invite medical education event attendees, and more, thus improving their overall sales effectiveness.

Deliver personalized, effective and successful sales interactions

With the proliferation of new channels there is the need to communicate marketing messages consistently across multiple customer touch points. Companies are constantly redefining their marketing practices to be able to improve the planning, execution, analysis and adjustment of all marketing activities. Those who can successfully implement best practices in their marketing models, will gain an edge over competitors. Pharma CRM's closed loop marketing capabilities lets you use a CRM application, including industry-specific capabilities to significantly improve marketing effectiveness.

The solution provides a central repository for brand planning, giving your brand team members a collaborative, operational tool to create, modify, and update brand plans, budgets, and forecasts. They can also use this solution to leverage built-in analytic capabilities to create complex sales-target groupings, analyze campaign and marketing ROI, and create and execute the tactical components (such as programs and campaign events) associated with a brand plan. The application also supports a wide variety of marketing, scientific liaison, and related processes. It lets you create segment-specific drug detailing aids, and deliver custom detailing to physicians through the field sales channel. You can collect responses to product messages at the point of customer interaction and use this information to further refine marketing strategies. This closed loop process lets you identify and focus on the best product messages to build loyalty and strengthen your brand.

Enhance the quality, consistency and speed of medical communication

Pharmaceutical companies that seek to streamline processes and provide integrated customer service face a number of challenges. Many existing customer service management systems are based on custom-developed software applications that are inflexible and expensive. Oracle Pharma CRM helps you dramatically improve the quality, speed, and consistency of medical communication and service. Oracle is the provider of embedded analytics and real-time decision support delivering exceptional customer experience. Inline analytics and real-time decision support routes calls based on agents' expertise and availability which efficiently resolves inquiries quickly and accurately. Physician and consumer requests for information are automatically referred to appropriate parties so that they can receive timely information about specific products, services, and corporate events. Information regarding each call is captured in your central repository and can be used to supply a 360-degree view of all promotional activity related to each physician, or other customers such as pharmacists, formulary managers, or retail consumers. When representatives are armed with the latest information on all customer interactions, they can maintain a continuous, consistent dialogue, which increases their effectiveness and improves customer satisfaction. With Oracle's Pharma CRM life sciences companies can use their customer information to drive sales, marketing, and service activities. This leads to improved revenues, market share, and net margins.

Conclusion

Oracle is committed to the pharmaceutical industry. Only Oracle offers an integrated CRM application with industry specific functionality. Look to Oracle to enable you to drive sales, marketing and service effectiveness while driving customer satisfaction and maximizing profits.

Contact Us

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/healthcare

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.

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