

SIEBEL LIFE SCIENCES 8.1.1 OVERVIEW



KEY FEATURES

- Samples Compliance and Accountability
 - Allocation Based Sampling
 - Control on samples replenishment orders
 - Direct mail fulfilled samples requests
 - Dynamic disclosures
 - Sample Compliance Home Page and proactive alerts
 - Administrator Managed Inventory and Reconciliation Processes
 - Exception case and incident management
 - Improved signature audit with follow up tracking
 - Inventory and location audit reports
- Personalized Content Delivery
 - Content Management
 - Drag & Drop Assembly
 - Integration with sales process
 - Brand management
 - Designed for rich customer experience
 - One-Click Access
 - Automatic Tracking
 - Dynamic assessments

Siebel Life Sciences provides a robust solution capable of meeting the business requirements of diversified life sciences companies across multiple lines of business, including pharmaceuticals, over-the-counter medications, biotechnology, medical devices, equipment, supplies and services. By using the Siebel Life Sciences suite of applications with embedded business intelligence, diversified life sciences companies have reported improved operational efficiencies and delivered better customer service by enabling world-class business processes across their sales, service, marketing, clinical and regulatory organizations. Siebel Pharma Sales 8.1.1 introduces the next major evolution of Siebel's industry-leading CRM applications designed to support the pharmaceutical, medical and medical device industries. Siebel Pharma Sales is a comprehensive suite of applications that enables companies to manage, synchronize and coordinate all customer interactions across multiple channels. Siebel Pharma Sales 8.1.1 extends its offerings to better enable companies to manage samples more effectively and support personalized detailing as part of the closed-loop marketing process

Sample Compliance and Accountability

Product sampling is a powerful marketing vehicle for the pharmaceutical industry. Use of product samples for product promotion by pharmaceutical companies around the world is governed by local country legislations. The process of managing samples and ensuring the company is in compliance with this process is critical for all companies.

Siebel Pharma Sales 8.1.1 offers advanced functionality, elevating your ability to comply with PDMA regulations to an unprecedented level. It provides an end-to-end solution for sales and sample compliance groups that enable customers to incorporate and enforce business processes in accordance with federal and regional government regulations ensuring improved accountability and compliance throughout the organization.

It enhances the ability of pharmaceutical companies to manage and maintain an electronic inventory of samples and promotional items using Siebel Pharma Samples Management while providing better control and oversight of the samples related processes. Siebel samples management allows sales representatives and/or administrators to measure and monitor sample disbursements at every level throughout the organization. Specific enhancements include:

Allocation-Based Sampling

Sales management can control field sampling activity by defining thresholds and controls on what and how much can be sampled for a given period. This allows better control and ability to maximize your investment with these promotional resources.

Control Sample Replenishment Orders

Sales management can control field force sample replenishment orders by defining thresholds and controls on what and how much can be requested for a given period. This allows better control over samples and orders can be fulfilled in a timely manner.

Support for Direct Mail-fulfilled Sample Request Process

In addition to disbursing samples, sales representatives can request samples for direct mail fulfillment. Transactions will be tracked from request to shipment to acknowledgement.

Dynamic Disclaimers

Dynamic disclaimers can be generated for signature capture forms depending on a variety of factors such as: type of sampling activity, who is being sampled, which state samples are being distributed in, and the type of samples (controlled/non-controlled substances) being distributed.

Sample Compliance Home Page and Dashboard for Proactive alerts

Enables home office analysts to quickly investigate and resolve inventory and delivery discrepancies.

Administrator Managed Inventory and Reconciliation Processes

Enables sample compliance users and/or sales reps to maintain an accurate and comprehensive account of all sample activity from distribution and inspections to inventory reconciliation.

Exception Case and Incident Management

Allows sample compliance analyst to track sales rep accountability exceptions. Enables analysts to consolidate diverse information about a field representative into a single view and then track the case.

Improved Signature Audit with Follow-up Tracking

Allows home office users to view signatures captured from multiple sources and sample requests on one page; fulfill receipt requests of electronic disbursement transactions; and verify signatures for audits. Sample compliance analysts can also flag exceptions and complete physician follow-up procedures.

Approval and Signature Processes for Adjustments

Allows home office review of all adjustments made by sales reps and verifies them before including them in calculations. You can also enforce electronic signatures capture before submitting any transaction for approval.

Inventory Audit and Location Inspection Reports

Allows sales reps, managers and inventory auditors to submit interim/close-out physical inventory counts and location inspection reports. Provides automatic tracking and processing of sample shipments and transactions, including disbursements, transfers, partial transfers, returns, loss, and inventory management for sales reps and independent 3rd party physical inventory counts.

Personalized Content Delivery

The Siebel Personalized Content Delivery solution improves the value delivered by closed-loop marketing processes. It provides the ability for marketing teams to improve the planning, execution, analysis, and adjustment of all marketing activities including leveraging the sales force channel to deliver tailored messages for different customer segments. It allows marketing teams to adjust and distribute messages along with relevant digital content in an efficient way.

In addition, Personalized Content Delivery provides the ability for marketing teams to gather information on customer needs through assessments and surveys in a more timely fashion. Insight collected by the sales force can be leveraged by marketing teams to refine existing messages, change tactics and develop new and more effective marketing strategies.

Personalized Content Delivery solution makes it is possible to deliver high impact experiences tailored to customer needs using multimedia visualization content created by the marketing teams. It allows sales teams to deliver the right message, to the right customer at the right time to optimize each selling opportunity, resulting in improved customer acquisition, satisfaction, and retention.

Features in Siebel Personalized Content Delivery include:

Ease of Managing Content

Personalized Content Delivery solution improves processes associated with message and content distribution. The solution enables customers the flexibility to work with content providers of their choice without the need for proprietary content authoring tools. Approved marketing content can be loaded and distributed using permission-based access control by leveraging existing Siebel Remote infrastructure without the need for a separate infrastructure to distribute content to remote users.

Drag and Drop Message Assembly

Personalized Content Delivery solution provides an easy to use drag and drop capability for brand managers to assemble messaging content. The Personalized Content Delivery solution is integrated into the campaign management processes to allow brand managers to further optimize their multi-channel marketing strategy.

Integrated into Sales Process

Personalized Content Delivery solution extends the current Siebel's call reporting capability making it easy to complete an end-to-end sales process without the need for expensive integration into third-party software.

Brand Management

Personalized Content Delivery ensures consistency and accuracy of the message and improves the quality of the sales call. It provides control mechanisms to lock down content, organize messages and manage fair-balance messaging requirements for highly regulated industries.

Designed for Customer-Facing Interactions

Personalized Content Delivery provides an easy to use, smart solution for sales representatives to deliver rich, interactive digital marketing content. It is designed to help engage in a meaningful dialog, present key messages, leverage the high interactive content capabilities provided by Flash, video and other industry content formats.

One-Click Access

Personalized Content Delivery provides one-click access to start an interaction session, switch between different product messages, show related collateral and collect feedback. For industries such as life sciences, sales representatives also have one-click access to capture electronic signatures for samples during their physician interactions.

Automated Tracking

Personalized Content Delivery allows automated tracking of customer interaction, navigation path, tracking of content used, time spent on each asset and click-stream data within each asset.

Dynamic Assessments

Personalized Content Delivery allows capturing feedback from customers, follow-ups for sales representatives, and conducting assessments to capture customer's needs and beliefs. Marketing and sales managers can easily create new assessments to capture additional data to improve their targeting and messaging effectiveness.

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