



Improved operational efficiency and customer experience

Pharmaceutical

A global pharmaceutical company needed a way to efficiently and reliably retrieve customer data from disconnected ERP and CRM systems. The manual and time consuming process was negatively impacting the customer experience.

PROJECT HIGHLIGHTS

- Industry: Pharmaceutical • Revenue: \$1B • Technologies: Custom Mobile Application based on Hybrid Technologies
- Geographic Location: US • Employee Strength: 5,500

BUSINESS SITUATION

A global biopharmaceutical team was spending 6-8 hours researching customer details to prepare for meetings with the customer. This information was held in disconnected systems and with various people. The manual process was time consuming and inefficient.

SOLUTION

Birlasoft developed Insights, a custom mobile app for smart devices that integrated the various systems that contained customer information (CRM, SAP ERP, ERP). We defined, designed, and developed a 360 solution to provide real-time, accurate information customer details.

OUTCOME

- Provides sales a 360 degree view of customer data
- Saves 7-8 hours per customer engagement
- Provides accurate, real-time customer data
- Enabled sales to provide an engaging and personalized customer experience

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.