



Digital first for global pharma CRM

COUNTRIES

40+ countries - Brazil France Spain Portugal Germany India Thailand Argentina Italy Austria Vietnam Malaysia Hong Kong Indonesia Philippines Australia New Zealand

ISSUE

The client needed to improve global effectiveness during a restructuring and harmonization of the global Marketing, Sales and Service processes. The client was unsure what the indirect channel sales were and wanted insights and support to better understand the impact of indirect sales.

SOLUTION

Deloitte supported the design of a harmonized set of business processes and a common technology platform that would improve efficiency and productivity for all the archetypes. The objective is eliminate costly manual processes, reduce operational risk and improve reporting and decision-making and on the other hand increasing the productivity. Deloitte was engaged as a design, build & implementation, change management in this commercial transformation.

IMPACT

Global Collaboration

Tracker, the project management tool was used to manage the project across multiple countries and functional teams (design ,solution, build, test and business stakeholders).

Global Governance

A governance model was set in place to monitor the project and ensure on time and on budget program delivery. Continuous evaluations are done to streamline operations further

Rapid Agile Delivery

The project adopted agile working methodologies from build to test in each release, with a cluster of countries go-live in every 3 months.

Multi-Market Roll Out

The global core has been rolled out to more than 40 countries. The initial release was deployed across 13 countries in APAC and subsequently to LATAM and EMEA.

Global Core as Single platform

The project was based on a global core template, consisting of functionalities across marketing, sales, service, ordering portal, and payment solutions.

Digital First Engagement Approach

The program was run with a digital first approach to define customer journeys, prioritize initiatives for the sales, service and marketing strategies with digital at their core.