

Eli Lilly Japan Automates to Improve Customer Experience, Boost Sales Rep Productivity



PROFILE ORGANIZATION

Eli Lilly Japan K.K. develops, manufactures, imports, and markets pharmaceutical products. The company provides therapeutic agents for a broad range of medical conditions. Founded in 1975, Eli Lilly Japan K.K. operates as a subsidiary of Eli Lilly and Company, and is based in Kobe.

CHALLENGE

Eli Lilly Japan has numerous large and valuable brands, including Humalog and Trulicity. When launching new products, Eli Lilly wants customer—health care providers (HCP) and patients—to have the best possible experiences. This means delivering products that go “beyond the pill.” By embedding its drugs into holistic offerings while leveraging digital channels, real-world evidence, Artificial Intelligence (AI), and automation, Eli Lilly Japan aims to transform customer engagement, leading to competitive advantage and improved patients’ health outcomes.

The productivity of its 2,200 sales reps is also very important to Eli Lilly Japan. The Kobe-based subsidiary is currently participating in Eli Lilly’s global digital transformation effort, in which it is striving to digitalize and streamline processes for efficiency.

SOLUTION

In June 2018, Eli Lilly Japan began deploying RPA from Automation Anywhere in its HR, sales, marketing, and clinical functions. The processes automated include personalized honorarium payment notifications to sales representatives, congress seminar related operations for marketing, doctor visit suggestions to sales representatives, as well as safety report generation for clinical function.

BENEFITS

7,500

FTE hours saved

\$1.75

Million in cost savings

5

End-to-end processes automated

30

Tasks now completed by bots

Processes Automated

- Sales
- Marketing
- HR
- Clinical

Industry

Life Sciences/Pharmaceuticals

“We’re excited to see the quick wins automation has delivered to the business. Now, we’re leveraging those wins to drive automation deeper into customer-facing processes.”

— **Richard Mendoza**

Automation Capabilities Leader,

Eli Lilly Japan

STORY DETAILS

Unlike most enterprises that adopt RPA, Eli Lilly Japan has designated IT as both the owner and manager of its entire automation initiative. Under IT's guidance, the firm uses expert process consultants who start with "as-is" business processes, analyze them, and re-imagine them to deliver the best possible customer experiences and employee productivity gains.

For example, previously Eli Lilly sales operations had several manual processes associated with the detail representatives, including communications and payment processes with their doctors. The administrative assistants, at Eli Lilly branch offices, were manually processing important information when explicitly asked by sales reps. The manual processes, and consequent delays, negatively impacted the doctors' experience with the sales reps and Eli Lilly.

By deploying software robots (bots) that automated payment confirmation, as well as generated and distributed personalized notification letters, Eli Lilly Japan was able to improve sales rep productivity, speed up notifications to doctors, and equally support all sales reps nationwide. With more than 2,200 reps spread out across Japan, this cumulative productivity improvements translated into very significant gains at the salesforce level. Both sales reps and customers reported increased satisfaction with process improvements as a result of automation.

THE FUTURE

Next, Eli Lilly Japan is planning to use automation to reduce the operational overhead reps must bear because of increasingly burdensome regulatory mandates. More and more regulations are being added every year in the healthcare field. It is thus essential to ensure that every single sales rep stays compliant when communicating with HCPs. As a first step, Eli Lilly is looking to leverage automation to quickly provide compliant answers to unsolicited requests from these customers.

Eli Lilly is also seeking to deploy Automation Anywhere's IQ Bot cognitive automation to process invoices, and to review slides and other content for compliance purposes. Because more than 8,000 documents—including medical and promotional materials—need to be reviewed annually, automating the process will make Eli Lilly more agile while improving overall compliance.

"Combining RPA with cognitive automation and analytics gives us the foundation to transform how we serve customers."

— **Richard Mendoza**
Automation
Capabilities Leader,
Eli Lilly Japan

About Eli Lilly

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About Automation Anywhere

Automation Anywhere empowers people whose ideas, thought and focus make the companies they work for great. We deliver the world's most sophisticated Digital Workforce platform making work more human by automating business processes and liberating people.

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