



Case Study

Leading pharmaceuticals company leverages Portal Solution from Quadrion, a Microexcel company to drive incremental Sales

Leading pharmaceuticals company leverages Portal Solution from Quadrion, a Microexcel company to drive incremental Sales

Industry: Pharmaceuticals

Location: USA

Employee Count: 42,000+

About the Client

European multinational pharmaceutical company with production facilities in eight countries, and affiliates or offices in 5 countries. Client manufactures and markets pharmaceutical products and services. Key products include diabetes care medications and devices.

Background

In absence of a comprehensive solution, client's Leadership team was compelled to use manual process of managing multiple distribution lists in Outlook to execute critical communications with their regional and local sales teams. With over 500 lists, administration was a huge challenge.

But the larger risk was interrupted flow of communication between leadership and sales teams.

Solution

Quadrion, a Microexcel company company deployed a comprehensive portal solution with minimal & responsive UI that provides the Sales Admin group with required functionality. Additionally, system was also integrated with client's HR management system

Benefits

- Improved communication between Leadership team and sales organization resulting in enhanced sales performance
- Automated integration of HR system with Distribution list management
- Self Servicing portal.
- Enhanced Auditing & compliance
- Superior Security & Access management



Distribution List Updating Issues

Background

Client's Sales leadership team used distribution lists in Outlook to execute critical communications to its regional and local sales teams. It was important for them to have these distribution lists' membership updated daily to reflect changes in org structure & new hires.

To achieve this, internal IT support team's help was required with list updating. This process had 24 hours of TAT and to complicate the matter further, there were close to 500 distribution lists. Keeping the membership updated was a big challenge.

Risk of important communication not reaching the intended recipient was always a cause for worry.



Solution

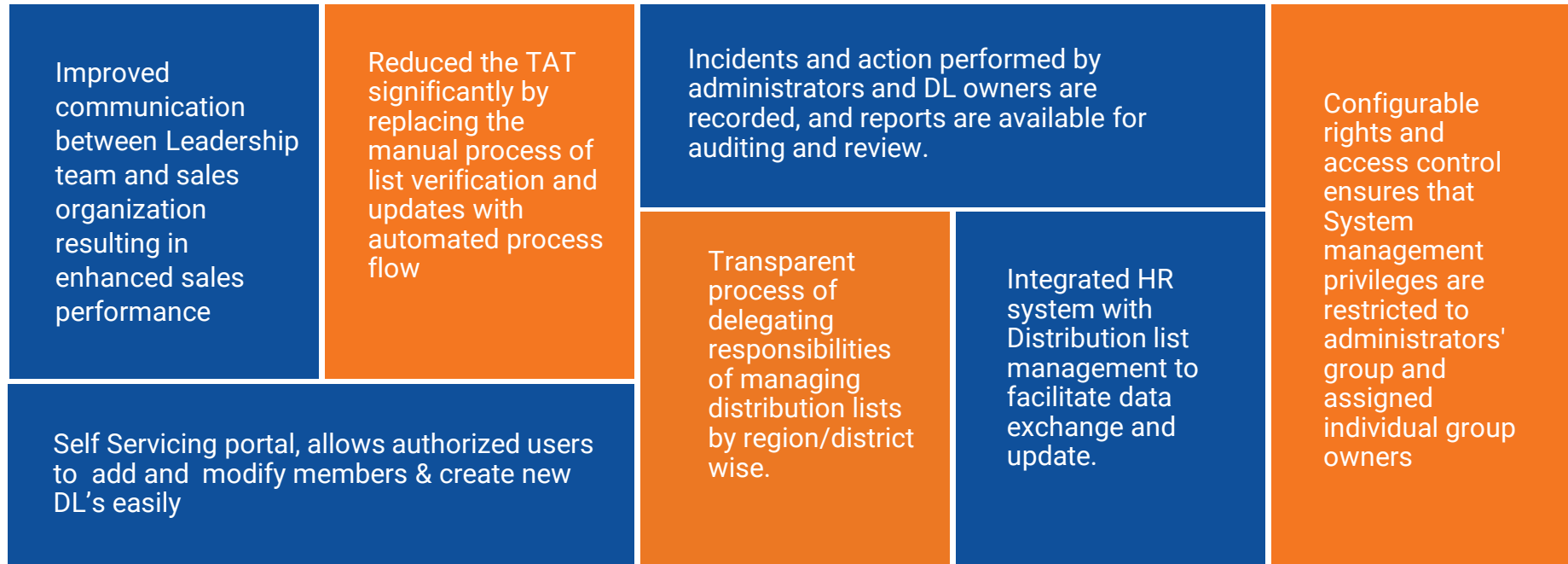
Quadrion, a Microexcel company was engaged to provide a solution which addressed this challenge and provided immediate results, while simplifying the administration with self-servicing features rather, than having to raise requests through their internal IT support.

We deployed a comprehensive portal solution to fulfill the requirements and provided minimal & responsive UI that enabled the Sales Admin group to:

1. Create new lists
2. Delete unused groups
3. Add/ delete members to a group

The portal was also integrated with their HR management system to effectively update members of distribution lists, automatically, based on certain criteria like Region, District, Position and Sales hierarchy codes derived from their profiles in the HR management system.

Benefits





For more information mail to info@quadriionus.com

Quadriion is a Managed Partner with multiple Gold Competencies and a Direct Cloud Solution Provider with Microsoft. Quadriion has a passion for supporting their customers through their digital transformation journey, and have identified 4 pillars to guide them by Planning, Adopting, Managing and Embracing Microsoft Cloud technologies.

As a trusted partner, Quadriion guides businesses on how to best harness the power of the Microsoft Cloud offerings. Equipped with Global delivery capabilities, proven tools and methodologies, we specialize in developing a digital transformation road map that helps you deploy productivity solutions to meet your specific business needs. Our customers value us for flexible delivery models and end-to-end managed services capabilities, which helps in extending their investments to the fullest.

400 Plaza Drive, 1st Floor, Secaucus, NJ 07094, USA | O: 201-866-6789, F: 201-221-7825