Automation of Complaint Management Process for a Leading Global Pharmaceutical Company

NIVIDOUS
INTELLIGENT AUTOMATION

Organization

The client is a global pharmaceutical company committed to making quality healthcare accessible to all. Guided by a strong value-driven credo, these principles influence every decision, conversation, and action across the organization. With presence in over 80 countries and 47 manufacturing sites, the client focuses on developing medications for various health conditions, including respiratory and cardiovascular diseases, emphasizing innovation and quality in all markets they serve.

Challenges

A team of 20 employees manually managed over 1000 complaints monthly received from diverse sources and multiple channels such as call centers, pharmacies, hospitals, patients, depots, legal teams, and FDA across geographies.

- Manual monitoring of 8 different email inboxes for new complaints.
- Manual complaint category identification from unstructured data.
- Inaccurate categorization and logging errors in a ticketing system led to delayed responses, increased operational costs, and compliance risks.
- Adverse impact on customer satisfaction and increased risk of escalations.
- The lack of integration with existing systems hindered timely follow-ups.
- An inability to track complaints resulted in missed complaints and potential compliance breaches.

Solution

The customer has transformed its complaint management process with the Nividous Intelligent Automation Platform that seamlessly integrates Generative AI, AI/ML, RPA, and Low-Code Process Automation. This comprehensive solution has streamlined and centralized complaint handling, freeing up hundreds of employees while significantly improving turnaround time, efficiency, visibility, and customer satisfaction.

Continuous monitoring: RPA Bots monitor incoming complaints received from multiple sources (regulatory authorities, pharmacy, patients) and communication channels (phone, post, or email).

Multi-Level Categorization: The GenAI model enables accurate complaint classification into broad categories and subcategories based on the issue. The model identifies one or more complaint types from 50 predefined categories, even within a single description.

Severity Assessment: Bots prioritize complaints based on potential impact.

Contextual Problem Understanding: Bots interpret and extract problem descriptions and summarize key issues.

Processes automated

- **Complaint Management**
- **GRN Creation and COA Verification**
- **Document Change Control**

Industry

Pharmaceutical

I've been impressed with the Nividous Intelligent Automation Platform's impact on our complaint management. The bot automates the entire process, from categorizing complaints to extracting key details and ensuring compliance with turnaround times. It pulls data from SAP, logs complaints, and automates follow-ups, while exceptions are escalated when needed. Daily reconciliation reports offer better visibility, improving tracking and efficiency. This solution has significantly enhanced our operations, ensuring faster response times and better compliance.

Head-IT
A Global Pharmaceutical Company

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Automated Data Extraction & Entry: Bots extract key fields from SAP and log the complaints into the ticketing system while validating and performing duplicate checks and adhering to the TAT defined by the Regulatory Body.

Automated Response Workflow: Complaints logged in the ticketing system are reviewed via a defined response workflow, and final responses are communicated to complainants. The Bots will follow up with the customer and internal team if information is missing.

Escalation Categorization: Flags critical escalations such as DEATH, LEGAL, or FDA/REGULATORY issues for immediate action.

Daily reconciliation reports: Bots generate reports for logged complaints for improved monitoring and analysis.

Innovative approach to using Generative AI:

- **Prompt Engineering Excellence**
  - The prompt was crafted precisely to provide clear, step-by-step instructions for the LLM.
  - It incorporates a Chain of Thought Processing, ensuring the model works systematically and logically to control the output quality.
- **Business Context Integration**
  - The prompt embeds domain-specific knowledge from business users, enabling the LLM to understand the task deeply and respond accurately.
- **Constrained and Controlled Output**
  - Strict guidance was embedded into the prompt to constrain the LLM's responses within predefined categories and avoid irrelevant or speculative outputs.

Benefits

62%
Reduction in Manual Efforts

75%
Improved Process TAT

90%
Improved Visibility into Complaints

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About Nividous Platform

The Nividous platform is built with a holistic approach towards automation allowing for end-to-end process automation out of the box – automate discrete tasks with RPA, complex jobs with AI, and complete workflows with Low-code Process Automation. The platform also offers native GenAI capabilities to take your automation to the next level. Altogether, this adds up to intelligent automation - and you control it all through a single easy-to-use interface.

Numerous businesses across industries have achieved the potential RoI within 6-8 months of the platform deployment with a lower total cost of ownership – immediate business value is created in form of improved process throughput by 60%, saving of over 80% human effort and cost, enhanced auditing and compliance, and elevated employees' and customers' experiences.

About Nividous

Nividous helps you unleash the true potential of your workforce by humanizing work with its Intelligent Automation Platform.

The Nividous leadership team has decades of experience delivering hundreds of business process automation solutions to companies and organizations worldwide.

Leveraging its tremendous domain expertise, the Nividous team offers vertical solutions that are RPA and AI-enabled and built on configurable process automation capabilities to empower businesses to operate with flexibility and agility. Nividous also offers end-to-end professional services, including process discovery, implementation, support, and building Centers of Excellence (CoE).

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