

EVER Neuro Pharma automates and streamlines CRM processes

Unified Jedox solution for cycle plans, segmentation and analysis



Customer

EVER Neuro Pharma

Region

Europe, Asia, North and South America

Industry

Pharmaceuticals and biotechnology

Departments

Marketing, sales, management
accounting

Solution

Marketing and sales cycle plans,
customer segmentation, financial
planning

System environment

VEEVA CRM, an industry solution based
on Salesforce.com

Executive Summary

EVER Neuro Pharma GmbH automatically creates cycle plans using Jedox. The BI tool seamlessly integrates into its VEEVA CRM solution based on Salesforce.com. Since updating cycle plans now takes ten minutes instead of two hours, marketing and sales have gained time for more important tasks. They also use the BI software to define and update customer segmentations.

A quantum leap in cycle planning

EVER Neuro Pharma develops, produces and sells specialized pharmaceuticals and innovative therapeutic solutions in the fields of neurology and intensive care. Its goal is to improve the quality of life for patients suffering from strokes, epilepsy, Alzheimer's or Parkinson's disease. The Austrian pharmaceutical specialist founded in 1934 has a current workforce of 850 people.

Optimizing customer relationships

Developing the right products and providing optimal customer service is essential for the specialized business of EVER Neuro Pharma. The company, therefore, manages its entire client communications in VEEVA CRM, a cloud CRM solution based on Salesforce.com. The system assigns the clients into segments based on global and national criteria and categorizes them in a matrix to show loyalty and estimated sales potential.

The company uses this classification of A, B or C clients to define its regional sales and marketing targets. These cycle plans, which are adjusted frequently throughout the year, also determine how often the pharmaceutical consultants must visit each client type throughout the month or quarter. Needless to say, this process requires a high level of flexibility.

Generating cycle books in 10 minutes

Before the company used Jedox, creating these cycle books was a highly manual, time-consuming and error-prone process. The responsible employees had to gather the necessary information, such as the master data or the customer classification, from the CRM system and arrange it in a Microsoft Excel spreadsheet.

Now the company uses Jedox BI Suite, an easy-to-use tool that seamlessly integrates in Salesforce.com, to create these cycle books automatically. The process that used to take two hours per country now only takes ten minutes and is much more reliable as well.

Users

- ▶ Approximately 50 users

Benefits

- ▶ Significant time savings
(from 2 hours to 10 minutes)
- ▶ Direct access to segmentations
in Jedox from Salesforce.com
- ▶ Live within 6 days
- ▶ Clear customer status and
classification history

Why Jedox?

- ▶ Seamless integration in
Salesforce.com
- ▶ Fast, easy implementation
- ▶ Intuitive software
- ▶ Ultra-fast data processing
- ▶ Customizable BI self-services
- ▶ Powerful analytics

“The way we used to create cycle books was very time consuming. With Jedox, the process is automated and only takes ten minutes. We also use the software to make customer segmentations that address country-specific requirements.”

“Implementing Jedox was very fast. We even can adapt and develop the solution further on our own.”

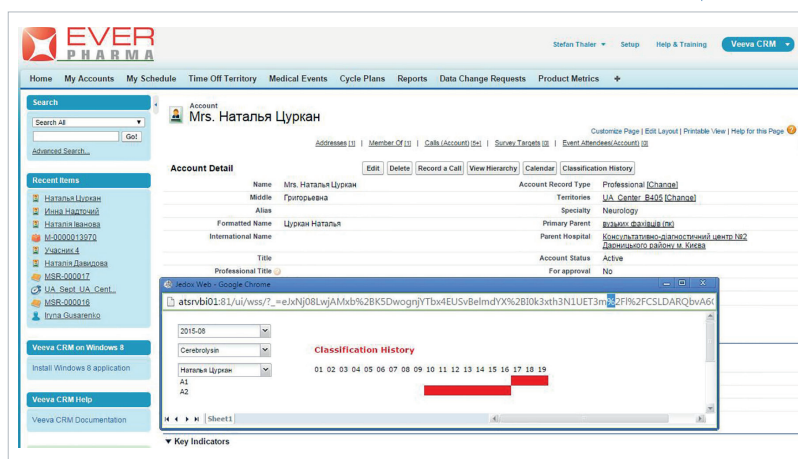
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Customer document in Salesforce.com with an integrated Jedox report

Current customer segmentations

EVER Neuro Pharma now uses Jedox BI Suite to make and update customer segmentations as well. Thanks to its ultrafast in-memory processing, the necessary calculations are finished quickly. Jedox automatically imports these results to VEEMA CRM, where users see the current customer status. They can also view the classification history as a concise chart by simply clicking the Jedox button in the CRM system.

The pharmaceutical consultants regularly add or update client information in the CRM solution. Jedox automatically processes this information overnight and recalculates the classification for the entire customer base so it is available in the morning.

Overall, the users are very satisfied with the BI software because they can access the complete customer history directly in the CRM system with a click of a button. Maintaining the BI suite is straight-forward as well. Due to its easy handling and self-service access, users can even make certain modifications on their own.

Live within 6 days

The pharmaceutical specialist implemented Jedox, integrated it in the cloud CRM system, and went live with the system all within just six days. This feat was possible due in part to the competent support of the experts at Jedox.

The complete integration in Salesforce.com and fast implementation speed had impressed the project team during the software selection process. In fact, the implementation time for Jedox was 50 to 70 percent lower than the other BI solutions on the company's short list. Another compelling argument was the positive feedback from the colleagues in management accounting. They use Jedox for financial planning.

Deeper customer insights through BI analytics

EVER Neuro Pharma intends to integrate external market data and information from an internal data warehouse into Jedox, so users can access it through Salesforce.com. The company also sees great potential for using BI analytics to ensure high-quality customer data, recognize changes in customer groups within a sales and marketing cycle, and take appropriate actions. Today, users can already see which A customer becomes a B customer and vice versa.