

# Case Study



## The Project

Pharmacovigilance  
Global Inbound Call  
Center Implementation

## The Customer

Top 5 Pharmaceutical  
Company with global  
presence

## Solution

FocalCXM collaborated with multiple Business and IT stakeholders and implemented Salesforce Service Cloud for Germany as first market. We successfully delivered Phase 1 and Phase 2 for the project over a span of 1.5 years

- Multiple Types of Cases for Adverse Events, Product Quality, Customer Feedback etc.
- Implemented as managed package for multi-country rollouts with high degree of configurability
- Multiple GDPR requirements
- Virtual teams distributed around the globe
- Knowledge & Solutions
- Integration with multiple systems for Product Quality and Compliance
- Reporting
- Custom Workflows specific to the markets

## Value Delivered



**Global Template  
for faster  
rollouts**



**Better LS  
Compliance &  
GDPR**



**Addressed  
Market needs  
using Agile  
methodology  
and CICD**

## Technology Stack



Service Cloud

## Challenges

- Multiple markets in the pipeline
- GDPR Requirements
- Short Deadlines
- Alignment with Veeva Teams
- I18N Requirements