



Client chooses StoryPulse as the preferred platform for the global Voice of the Customer Program



THE CUSTOMER

Client is an innovative, global healthcare leader that is committed to improving health and well-being around the world. Client operates in more than 140 countries and employs over 68,000 employees across the globe.

BUSINESS PROBLEM

Across multiple countries, our client has a need to empower sales representatives in the field to capture Voice of the Customer in offline/online modes and synchronize the data to back end CRM/Analytics Platforms. In addition to the network connectivity, few key requirements are as follows:

- The application should seamlessly integrate with their back end CRM system and with other operational apps the sales representatives use in the field.
- The price point should be acceptable for emerging markets
- Data/Assessment visibility and delivery need to be controlled based on various factors.
- Captured responses should be shareable across teams so that sales representatives in the same team have clarity on customer perceptions and preferences
- The same platform should also support coaching call training for sales representatives

SOLUTION

FocalCXM's StoryPulse platform gracefully addressed majority of the requirements. It seamlessly integrates with Oracle CRM On Demand, Salesforce and Oracle's disconnected mobile sales solution. In addition, Focal's Engineering works closely with Client's team and collaborates extensively to address requirements from various markets on a regular basis. This synergy as an innovation partner helped solve complex business needs and made StoryPulse a true Enterprise Grade Assessment Platform. In addition to the capabilities that the markets requested, StoryPulse also makes it extremely easy for operations teams to monitor the enterprise wise synchronization and push changes to the field on demand.

RESULTS

After a successful pilot in Philippines, Client continued to leverage StoryPulse across multiple countries. Below are few key statistics

14M
Responses Captured

15+
countries

3000
Sales Representatives