FocalCXM
LIFE SCIENCES SERVICES

Case Study: A reagent and samples fulfillment solution for the Biologics division of a global pharmaceutical company

CLIENT: A PIONEERING GLOBAL PHARMACEUTICALS INNOVATOR

At the forefront of global healthcare excellence, our client is a pharmaceutical leader committed to enhancing health and well-being on a global scale. With a presence in over 140 countries and a dedicated workforce of more than 68,000 professionals worldwide, our client addresses the evolving needs of patients and healthcare systems.

This case study spotlights the operational improvements FocalCXM provided to its Biologics division.

REVOLUTIONIZING BIOLOGICS OPERATIONS WITH TECHNOLOGICAL INGENUITY

In a bid to improve operational efficiency, reduce costs, and foster seamless collaboration among research scientists within the Biologics division, FocalCXM developed a reagent and samples fulfillment application with a branded employee experience.

We selected the cutting-edge capabilities of Salesforce Lightning as our foundation. As the world's most trusted enterprise cloud infrastructure, this Salesforce application provides organizational security, user security, programmatic security, trust, and visibility features to meet our client's requirements.

THE CHALLENGE: REPLACING INEFFICIENT PROCESSES AND TOOLS WITH AN EASY-TO-USE FULFILLMENT SOLUTION

A shift in the client's inventory management processes for samples and reagent distribution prompted the need for a robust system capable of tracking samples and reagents more efficiently. Their existing email and Excel-based approach proved unable to meet the demands of the new processes. Employees requested a user-friendly, Amazon-like shopping and fulfillment experience.

- A cloud-based, extensible platform for configuring business flows and approvals
- A request and fulfillment application to minimize human errors and save valuable time
- A comprehensive system for tracking and generating reports on samples and reagent requests

THE SOLUTION:
FOCALCXM HARNESSED THE POWER OF THE SALESFORCE LIGHTNING TO DELIVER A SEAMLESSLY CONNECTED APPLICATION WITH:

1. Role-based experience with intuitive user interface wizards catering to requestors, approvers, and the fulfillment team
2. Support for Single Sign On (SSO)
3. Integration with inventory management APIs
4. Configurable approval flows

THE OUTCOME: A PARADIGM SHIFT IN BIOLOGICS ORGANIZATION OPERATIONS

Presently, over 100 research scientists and their support teams actively engage with the system. They have expressed delight at how much easier the new solution makes their job roles.

Automation of the request and fulfillment processes has significantly enhanced operational efficiency across the entire business unit. The comprehensive insights garnered from the reporting provided empower the business with the necessary tools for effective inventory management and fulfillment process optimization.

The solution provided by FocalCXM has propelled our client's Biologics division into a new era of efficiency, collaboration, and user satisfaction.

40% Improvement in productivity

50% Reduction in costs

About Us

FocalCXM engineers remarkable customer experiences for Life Sciences organizations. Our unwavering commitment to excellence has solidified our position as a trusted partner to guide organizations in their digital transformation for over a decade.

We bring a unique blend of product management acumen and industry-specific process expertise. We specialize in implementing, managing, configuring, and customizing Salesforce Experience, Marketing, Sales, Service, and Data Clouds. Our suite of Life Sciences solutions and technical accelerators ensure swift results, driving business value faster. In addition to Salesforce expertise, our data, analytics, AI, and technology innovation services provide the breadth of capabilities required for success.

Embark on a transformative journey with FocalCXM—your gateway to a future where customer experience innovation and Life Sciences know-how meet. To explore the possibilities of partnering with us, visit www.focalCXM.com.