::: fme

Qlik Sense Analysis Supports Pharmaceutical Sales Team in Daily Work

Benefits

- Save time thanks to clear preparation of client data
- Increase sales team's performance thanks to immediate availability of all necessary customer information
- More targeted steering of field service teams due to detailed analyses

Challenge

An internationally active pharmaceutical group uses its central CRM system, among other things, to maintain customer contacts and document all activities with its customers. This presented a challenge to the medical sales employees and their team leaders. It was only possible to create Excel reports, which lacked visual elements such as charts. As a result, it was very cumbersome to get an overview of all clients. The pharmaceutical group was looking for a solution that would allow all information to be prepared in a clear and aggregated form, and in turn improve their daily work.

Solution

fme developed a multi-page, user-friendly dashboard in Qlik Sense that covers various areas and tasks of the medical sales team. The dashboard is designed for use by sales employees and their team leaders. The sales employees receive a quick and precise overview of their customers. With just a few clicks, for example, they can retrieve aggregated information on their currently active clients or see what topics they have discussed with them. Team leaders can use the Qlik Sense dashboard to easily analyze the progress and current status of their team. Among other things, the dashboard provides overviews of customers and their areas of expertise, as well as of the activities of the of the sales team. In addition, team leaders receive selected performance metrics. fme also developed useful

Qlik Sense widgets that simplify the usability of the dashboard in the form of intuitive interface elements. High acceptance among users is ensured by the capability of quickly switching between filters as well as the modern user interface.

Technologie

- Qlik Sense, April 2020 release

»The new Qlik Sense analytics dashboard from fme AG supports our colleagues in the medical sales team enormously. It has become a regularly used dashboard with consistently positive user feedback within the company in a very short period of time. In doing so, fme has managed to understand exactly what we want and provide our colleagues with a helpful tool in their daily work.«
(Multichannel Analytics Manager, Pharmaceutical Company)

Further information on www.fme.de/en

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