

Microsoft Dynamics CRM

Pharmaceutical Industry-Based Solution:

- Happiest Minds has developed a Pharmaceutical Industry solution based on Dynamics CRM 2011 which enables organizations to organize its huge and geographically distributed sales force, through better control, enhanced visibility of call planning for agility, planning marketing activities and promotional initiatives, and hence the ROI.

Happiest Minds Framework:

- Our solution framework has high level functional modules which enable the following:
 - Customer profiling & prescription behaviour analysis
 - Sales call management through:
 - Call planning & daily call logging
 - Monitoring call targets & achievements
- Sample management
 - Sales tracking
 - Primary sales comparison with secondary sales
 - Tertiary sales information & reporting – mobile enabled
- Campaign management
- Expense management
- Field Intelligence

Benefits:

- The benefits derived from the solution:
 - 360° view of HCP touch points
 - Tertiary sales visibility through mobile enablement
 - ROI visibility

About Happiest Minds Technologies