

37% Jump in Win Rate with E2E Sales Automation Using Salesforce For a Pharma Manufacturer

INSIGHT

A prominent Indian pharmaceutical manufacturing company faced challenges to manually manage their lead-to-cash process in its entirety using Excel spreadsheets. The absence of a CRM platform made it difficult for the client to manage leads, accounts, and opportunities through ERP.

Forsys, in partnership with Salesforce, implemented the solution that enabled the client to streamline lead and contact management, optimize and automate sales opportunities, formulate strategies, and make data-driven decisions using customizable reports and dashboards. The client recorded 44% growth in sales productivity and 37% jump in win rate with the implementation of Sales Cloud.



Industry
Pharmaceutical
Manufacturing



Revenue
>10 M



Employees
200+



Headquarters
Tamil Nadu, India

BUSINESS CHALLENGES

The client wanted to end dependency on Excel spreadsheets for managing their lead-to-cash process. They needed a complete CRM solution with a single source of customer and lead data, allowing multiple teams to access all customer data.

Here are the challenges faced by the client:

- Disjointed processes
- Lack of a single view of data
- Absence of reports and dashboards
- Slow sales cycle & stalled deals
- Inefficient sales planning & forecasting

TRANSFORMATION JOURNEY

Forsys designed the transformation roadmap for the client using the implementation of Salesforce Sales Cloud after reviewing the critical processes, resulting in the elimination of manual tasks and sales inefficiencies.

Here are the key highlights of the transformation journey:



Process mapping of the E2E journey for lead management, account management, and opportunity management.



Digitization of the lead assignment, qualification, and analysis processes.



Designing of lead conversion flow.



Built and launched dashboards and reports for E2E sales visibility.



Implementation of key metrics for milestone and commercial targets for executive visibility.

IMPACT



44%
improvement
in sales
productivity



37%
growth in
win rate



Increased
sales
visibility



Fewer
stalled
deals

ABOUT THE CLIENT

The India-based client started operations in 1996 and specializes in the manufacturing of sterile injectables. Their manufacturing facility enjoys US FDA and EU GMP approvals with capabilities to perform end to end integrated pharmaceutical development and manufacturing ranging from literature search, formulation development, analytical methods development and validation, stability studies, global regulatory management, GMP manufacturing till supply of commercial sterile injectable products.

In the last few years, the client has emerged as a prominent injectables manufacturer by leveraging India cost advantage and scientific talents and by following stringent quality systems.



SOLUTION COMPONENTS

Salesforce Sales Cloud