

CRM Dashboard

A Complete View of Your Sales Team's Activities

Your Challenge

IT CAN BE CHALLENGING TO EXTRACT INFORMATION FROM YOUR CRM SYSTEM TO ASSESS HOW WELL YOUR SALES STRATEGY IS BEING IMPLEMENTED.

Customer Relationship Management Systems (CRMs) are extremely rich sources of information – including insight into how well the sales force is implementing your strategy. Yet the sheer volume of information available makes it unwieldy to use in monitoring your Key Performance Indicators (KPIs). Are your sales people focused on the right targets with the appropriate message? If your sales force is underachieving, what's the cause? Such answers are stored in your CRM...if only you can retrieve them.

The Solution

PHARMAREPORT CRM DASHBOARD REPORTS KPIS ON SALES STRATEGY IMPLEMENTATION.

IQVIA's CRM Dashboard module within PharmaReport allows you to extract, distill, and analyze detailed activity data within your CRM system to monitor how well your sales strategy is being implemented... and to make adjustments if necessary. The Dashboard provides:

- A global overview of your calls across regions, products, and sales reps, against your strategic/tactical plan
- Automated analytics on cycle plan, coverage, field days, other KPIs



- Tailored views provide actionable insights for different functions of your organization, accompanied by clear targets and benchmarks, which encourage responsibility and ownership of results



KEY QUESTIONS YOU CAN ANSWER

- Are my efforts in line with the plan?
- Am I investing in HCPs in accordance with their potential?
- Have I covered all high potential bricks in the current cycle?
- Which customers should I be visiting next?
- How do my call achievements compare to my target/peers?
- How is my team's time being spent? Are there outliers?

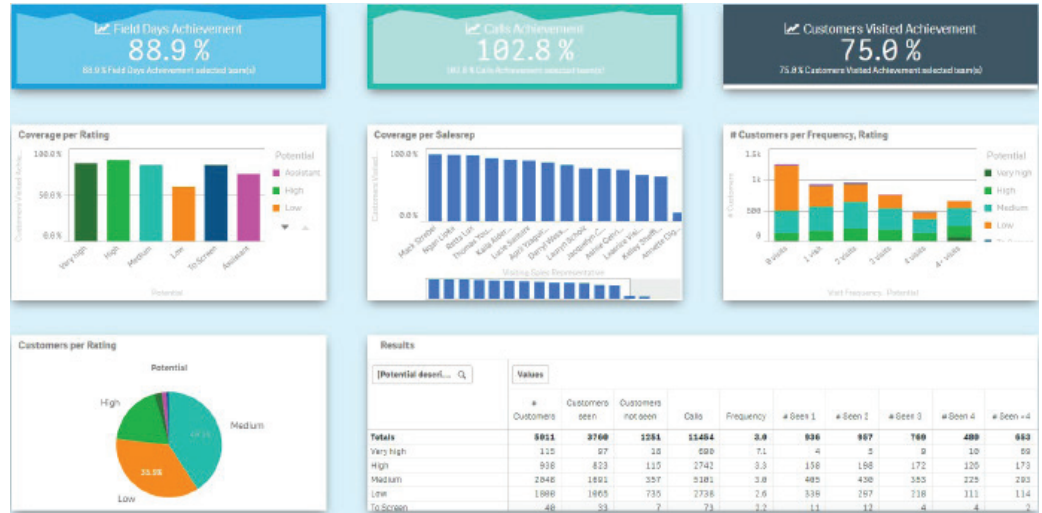


The Results

WITH THE RIGHT TOOL, YOU CAN SPOT PATTERNS OF INEFFICIENCY AND PROVIDE CLEAR GUIDELINES TO SALES TEAMS.

IQVIA's CRM Dashboard serves up information from your CRM system in an intuitive format for aggregated as well as detailed views so that you don't have to spend time manipulating data. Instead you can focus on:

- Proactively spotting patterns in performance and providing clear guidelines to sales teams
- Uncovering issues at the national level so you can propose relevant actions
- Analyzing CRM activities by channel
- Improving the positioning of your CRM activities
- Making efficient investment decisions



Ultimately, the ease with which you can monitor your sales operations with the CRM Dashboard will help you improve the performance of your sales teams.



About PharmaReport

The CRM application is part of the PharmaReport suite described in a separate fact sheet.

IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.

CONTACT US

To learn more about how the CRM module can speed your time to insight, please contact your key account manager.

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