

Fancy mobile CRM solution keeps Walmark ahead of competitors

“ We are partnering with Balkan Services on the CRM solution for more than 4 years. Every year we add additional functionality and our partner provides full support with adequate, responsive and tailor-made solutions. The question for us is what additional functionality to add and what improvements to make, not if it could be done by Balkan Services. ”

Desislava Raichinova, General Manager

Walmark , a.s. was established in 1990 in Trinec, Czech Republic and is the fastest growing CEE healthcare company providing consumers with the best healthcare choices delivered through a culture of innovation & empowerment.

The company is number 1 independent manufacturer of vitamins, minerals and food additives in Central and Eastern Europe. In 2012 Mid Europa Partners – the largest independent investor in the region with projects in Central Europe and Turkey, acquired 50% of Walmark a.s.

Walmark entered the Bulgarian market in July 2006 and is now the leader on the food additives market. The Bulgarian Office “Walmark Bulgaria” offers a wide range of food additives and OTC products through a well-developed distributor network.



The solution is covering all required operations performed by the Sales and Medical Representatives while on the move and by the staff in the Back Office. The mobile module of the solution supports iOS, Android and Windows Phone devices.

The Mobile part is used by the Sales and Medical Representatives to perform all

required operations when visiting on-site Pharmacies and Medical Doctors. Their route is predefined and they are able to get up-to-date information on all tasks and activities. Initially the Sales Rep takes the GPS coordinates of all assigned Pharmacies and Doctors/Hospitals and they are automatically input into the system. The solution is integrated with Google maps. On the mobile device The Sales/Medical Representatives get a list of the Pharmacies/Medical doctors assigned to them with all relevant data.

With focus on Pharmacies the SalesRep: Records the time and the GPS coordinates of every visit; Takes orders; Specifies the Distributor/Store to deliver; Calculates bonus products on the spot; Gets information and takes care of orders that are partially delivered or not delivered at all; Performs and registers various merchandising activities – takes pictures, takes own and competitors product listings, registers prices, checks merchandizing standards, provides brochures and samples, etc.

With focus on Medical Doctors the MedRep: Selects between two types of visits – Individual visits and Group visits/ events; Registers all performed activities into the system – brochures and promotional materials provided, samples left, presentations made, feedback collected, etc.

The Back Office part is used to follow all activities of the Sales Reps, to manage the relations with the Distributors/Stores, to manage the Products, Pharmacies, Medical Doctors, Promotions, Pricing, Policies, etc. and includes a number of specific sales reports.

SOLUTION OVERVIEW

Company

Walmark Bulgaria Ltd.

Industry

Food supplements, Pharmacy

Activities

Walmark Bulgaria is selling the following brands on the Bulgarian market: Proenzi (musculoskeletal health), Prostenal and Urinal (urinary tract disorders), MiniMartians (children's health), GinkoPrim (blood circulation), Idelyn Belieima and Sinulan.

Coverage

Bulgaria

Users

The Back Office solution is used by the Sales Department and the Regional managers. The mobile solution is used by the Sales Representatives and the Regional managers.

Issues to be solved

The management used to allocate significant time resource for operational tasks. A single and unified database for all clients and medical doctors was needed. It has been difficult to produce reports on the orders taken, orders processed and presents given by distributor, client and Sales Representative. Possibilities for human mistakes in the sales process. Need for automated connection with the distributors.

Challenges for the Company

To allocate the required human and time resources. To reconsider the related internal processes and set them as separate steps in particular order. To promote the idea of the new solution internally and especially amongst the end-users. To identify the most appropriate mobile device, that will best answer the specific requirements of the Sales Representatives.

Benefits

The company management is dedicating less time to operational tasks. Significantly improved Sales Reps efficiency. Reduced order taking time. Increased company income. Improved targeting of clients. The solution provides full reporting capabilities and analytics on the Sales Reps activities.

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