Pharmacy CRM

The digital solution for your commercial and medical representatives

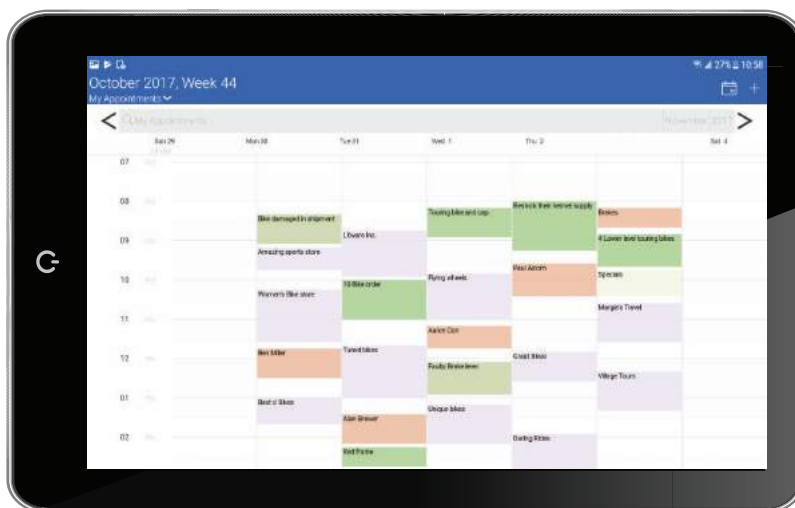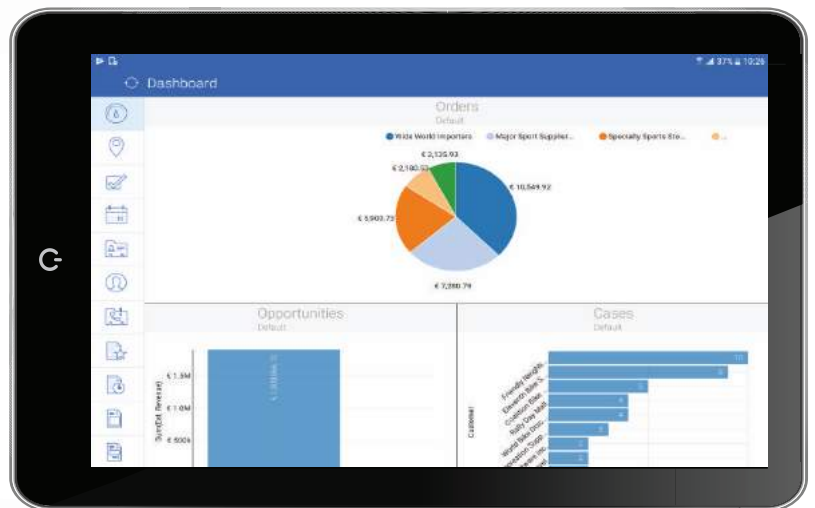**Balkan Services**
We Make IT Work

System supporting the activities of commercial and medical representatives in the pharmaceutical sector

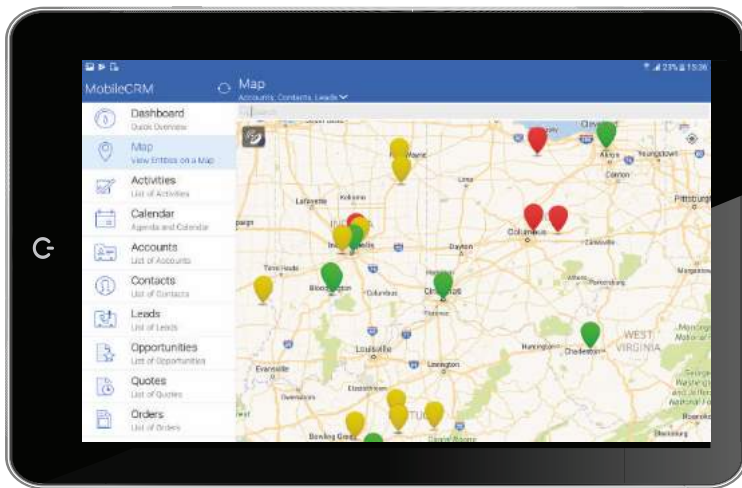Patient Name: _____ Benefits
Address: _____
_____ Date: _____

1. Increase in sales
2. Market analysis
3. 360° view of clients' history
4. Better control on discounts and rebates
5. Increase in employees' effectiveness
6. More effective analysis of employees' activities

MD: _____
Signature: _____

- Access to and Management of data for health professionals and health institutions
- Customer Categorization
- Visits Planning and Reporting
- Task Scheduling

- Customer visits summary
- Requisitions registration
- Automated requisitions sending to distributors
- Rebates and promotions management*

Target definition by employees*

GPS coordinates map-visualization*

Individual and group presentations*

Internal chat capabilities*

Upcoming activity notifications*

Reporting of trainings, congress, office work, etc.*

Hierarchical structure of health institutions

Image adding to activities*

*Functionalities are not included in the standard package and are subject to an extra fee

Standard functionalities of the system

- Sending e-mails to customers from the device
- Multi-lingual interface
- Selection of working mode - Online or Offline
- Possibility to work on various operational systems - Android, iOS or Windows
- Possibility to add new parameters and develop new additional functionalities

Basic functionality

- Access to and management of data for health professionals and health institutions
- Building a hierarchical structure of health institutions
- Connection between health institutions and health professionals
- Customer categorization
- Territorial distribution of customers
- Visits Planning and Reporting
- History of visits
- Tasks scheduling
- Visit status – planned and completed
- Customer visits' summary

Additional functionalities

Requisition module:
- Requisition registration
- Automated requisitions to distributors via e-mail
- Product and Price management
- Rebate and Promotion management
- Sales reports by customer and product

Presentation module:
- Presentation management
- Reports for presentations by product and customer

Targets module:
- Target definition by employee
- Reports for tracking goal accomplishment

Market Research module:
- Questionnaires definition
- Research analyses reports

Sales Data module:
- Importing sales data from external sources
- Sales analyses reports

Controlling module:
- Tracking activity duration
- Tracking employee location during activities through GPS coordinates
- Map visualization

Others:
- Team chat capability
- Upcoming activity notifications
- Reporting of trainings, congresses, etc.
- Adding an image to an activity
- Double visits and trainings

BALKAN SERVICES

Balkan Services – the preferred partner in the development of mobile application for commercial team management

We contribute to the effective management of processes and turning data into knowledge of value for the customer, allowing making the most of the daily operations. By selecting the most appropriate technologies, we achieve this for every project of ours.

- Over 400 projects realized
- Over 200 clients