

Animal pharmaceutical company sales reps use advanced multimedia presentations for enriched productivity in sales

About Merial

Merial is a world-leading animal health company. Providing cutting edge product development and innovation with a proven track record in producing pharmaceutical products and vaccines for pets, production animals, horses, and even wildlife.

Merial, a Sanofi company, is a world-leading, innovation-driven animal health company, providing a comprehensive range of products that focus on disease prevention and overall health and wellness in animals. The company has a worldwide presence in more than 150 countries and has been in the market for 35 years in the United States. With over 6900 employees, 13 R&D Sites, and 15 Manufacturing Sites worldwide, Merial generates over €2.5 billion in annual sales. Merial, Inc. in the USA generates over 40% of Merial's global sales.

Customer

Merial Inc. (A Sanofi company)

Solution

Resco Mobile CRM with Microsoft Dynamics CRM 2011, 2013, 2015

Server Connectivity

ADFS (& exploring CRM Online)

Devices

iPads, iPhones & Android Phones

Type

Incorporated

Industry

Healthcare

Organization Size

> 6,900 employees

Headquarters

29 Avenue Tony Garnier
67007 Lyon
France

Business Challenge

Many factors come into play when prioritizing what is absolutely necessary in a Mobile CRM solution. The obvious one is, mobility – true mobility (online/offline modes). For others, it may be customization capabilities of the app, user-friendly design, a constant inflow of updates, pliability among many mobile devices and back-end systems, and even GPS usability. For Merial, it was all of the above. Back in 2011, where Resco and Merial, Inc. first began working together, there were not many Mobile CRM solutions to choose from on the market. Those that did later become available proved to be challenging to work with, implement, and have low customizability. With limited abilities in form creations, their dedicated field sales representatives needed something more robust to work with. While being robust, the issue of **security and safety was also another requirement needing to be met.**

"In the field, especially with our offices extending worldwide, in some areas carrying around a laptop to meetings and traveling with one is not very safe for our representatives in the field. However, being able to carry a smartphone in their pockets, proved to be safe, efficient, and highly productive "stated Matt Johnson, Head of CRM development – Merial.

In order to make proper documentation of everything, they needed to make customizations within the app, but also **to create eloquent presentations, have interactive forms, use of multimedia, place orders, enter calls, GPS tracking & navigation, and offer true mobility with virtually any mobile device**, while meeting their forthcoming clients.

"We began and still use classical features of other CRM platforms. Resco however, showed that they could develop on those features, be mobile, and provide an easier, yet, fully advanced way in viewing account details, entering calls, using the mapping functions – which we really like, so we can see where are customers are in relation to us. Then, we later discovered the full potential of Resco Mobile CRM with their Woodford Customization tool, and began to customize into great lengths, which was key for us and our sales representatives to be fully-equipped in the field," explained Matt Johnson, Head of CRM Development.

Solution

Merial teaming up with Resco, later provided access to Microsoft Dynamics CRM in the field for several hundred users across several countries, a fully-customized solution that was fast, truly offline capable, secure, easy in access and monitoring, and with minimal training required.

Merial has since then, been customizing with use of Woodford the Resco Mobile CRM app, Html 5 custom pages. Entry of data is quick, with just a few taps, is highly interactive, and offers managers a way to monitor the

"We later discovered the full potential of Resco Mobile CRM with their Woodford Customization tool, and began to customize into great lengths, which was key for us."

Matt Johnson,
Head of CRM Development

sales team, out in the field. It started out as a simple implementation of a screen from the Microsoft CRM web tool, that was awkward and off in usage.

"We then extended it with Woodford and were able to create a tool that was both efficient and reliable in the field, but also superior to us in terms of monitoring," clarified Matt Johnson, Head of CRM Development.

The sales management requires ample amounts of data to process and analyze information about how the sales team operates in the field.

"As a global need, we wanted to be able to download data with respect to the data sync - as multimedia player tied in the CRM, or a PDF, and even video. We wanted to see what content was being presented and even how often certain content was being presented to prospective clients. Data was recorded, and we analyzed to see what was most valuable and working, in the field in terms of conversion," described Matt Johnson, Head of CRM Development.

A mobile solution for both sales reps and sales management, globally, met Merial's requirements for security, customizability, maturity, friendly UI, regular updates and minimal training. This field service vet sales use case scenario, is one where two sides work synergistically when equipped with the right solution.

"After seeing what was on the market, and evaluating Resco's Mobile CRM solution, it was clear that there was no competition. Resco Mobile CRM is fast, secure, and operates on all OS systems," said Matt.

Benefits

More Time Dedicated to Customers — Increased quality in data entry

Merial's main goal was to create a safer and more productive working environment all around. One with complete efficiency for sales reps enabling thorough reports and client relationship information.

*"We wanted to increase our sales representatives' productivity and make their lives easier. **With Resco Mobile CRM the time it takes to enter sales call details has been reduced significantly vs. entering the same data through the PC.** This gives our reps more time to dedicate to serving customers." Matt explained.*

User Experience & Support

The User Experience with Resco Mobile CRM has proven to be a joy and ease to work with. Having a completely unified look on all platforms,



"Taking the time saved per call entered multiplied across the whole sales force adds up to many hours saved per day."

Matt Johnson,
Head of CRM Development

everything harnessed on one page without having to open and exit out of multiple windows, truly provides a fluidity with working in CRM.

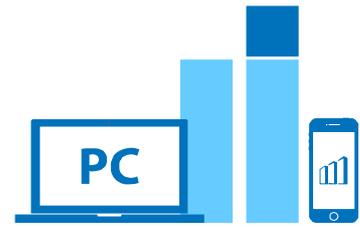
"I don't know another approach that's as quick and easy to deploy like Resco Mobile CRM. The speed in which you can personalize the solution, the fact that it's cross-platform right out-of-the-box is great," Matt pointed out.

What Merial also found very useful to their Managers in utilizing Resco Mobile CRM in the field, was the Mobile Device Management.

"With the Resco Mobile CRM Mobile Device Management, I can actually see who has updated their smartphone, what's the latest updated version, the latest device upgrade, and even when's the last time someone sync'd. With other platforms I can't see this information, it's in their backend, which is hidden," Matt simplified.

Since adopting Resco Mobile CRM, Merial sales reps use the app exclusively and are in the works to expand to other locations worldwide, even the use of the Woodford Customization Tool. However, there are many reasons for an easy user adoption. Having a great support system is always a massive plus.

"The team loves using the app. Any time we have any issues, the Resco Support Team is always there to help. But I mean, in depth help – it's nice that we can talk to first-line support, but to even go as far as developers, it's really a personal touch you have. With other providers, they seem 100 layers away, but with Resco, it feels much like a partnership," Matt clarified.



"With Resco Mobile CRM, we've made entering a call in CRM significantly faster versus traditional PC methods."

Matt Johnson,
Head of CRM Development



Learn more about
Merial
www.merial.com

resco.net
technology on the move

Learn more about
Resco Mobile CRM
www.resco.net/MobileCRM