



Assessment of CRM processes



Antworten, auf die es ankommt.

Customer

Lilly Pharma Holding GmbH

Industry

Biosciences and Chemicals

Company profile

Eli Lilly and Company is the American parent of Lilly Pharma Holding GmbH, and is one of the top ten pharmaceutical firms worldwide.

Role of ec4u

ec4u, selected as the specialist, worked with Lilly to review and document the company's CRM processes in the oncology unit, with the aim of applying these to improve the bottom line. ec4u then provided operational support in implementing the findings into a CRM system

Benefits

A series of customer workshops held over 12 weeks helped analyze, structure, and document three key business processes for field personnel. This comprehensive and practical documentation not only served the original purpose, it supplemented the training program.

Lilly has been actively pursuing CRM activities for years. It focuses all its key processes worldwide at patients, and seeks to provide quick and efficient services to them. That is why Lilly regularly assesses its CRM relevant processes to identify and institute appropriate improvements.

Lilly Pharma Holding GmbH is the German subsidiary of Eli Lilly and Company, a global leader in pharmaceuticals. Lilly has been active for over four decades in Germany though its base in Bad Homburg.

RESPONSIBLE CRM AS THE GUIDING PRINCIPLE

Under its principles of ethics, Lilly considers it a responsibility to care for the welfare of its patients. Hence, it ensures that customer processes clearly comply with its privacy policy. At the same time, Lilly's success depends on knowing the demands and needs of customers. Therefore, responding rapidly to changes is one of the key prerequisites for Lilly to be able to assert its position as a leading innovative company.

SECURITY THROUGH REGULAR AND VOLUNTARY SELF-CONTROL

Not only do changes occur with customers, numerous regulatory directives affecting the pharmaceuticals market necessitate reviews of privacy issues within CRM processes. In addition, Lilly subjects its own high standards for ethics and responsibilities to regular internal checks, and critically reviews all CRM processes. ec4u expert consulting AG worked with Lilly to analyze customer related processes and define three key business processes.

The goal of this effort was to optimize the processes, while paying special attention to fully documenting the interrelationships in a transparent manner.

ENSURING PRIVACY OF INFORMATION

One of the key tasks of the project was to implement the privacy policy within the processes at Lilly. This called for special emphasis on field personnel who play a major role in communicating with physicians. Since this communication channel serves to pass on information on dosage and effectiveness of Lilly's innovative medications during meetings, Lilly respects and treats all the information and discussions with physicians in line with its privacy policy. Hence, it has standardized meetings with physicians in

order to ensure uncompromising compliance with privacy guidelines.

EC4U – A TRUSTWORTHY PARTNER

On top of the above-described analyses and documentation of CRM processes, the key task for ec4u was to optimize the related IT systems from a privacy policy standpoint. Finally, this comprehensive and practical documentation not only served the original purpose, it supplemented the training program.

"ec4u expert consulting AG stands for rapid results. We were able to quickly apply a field-proven methodology to analyze and document our CRM processes and implement them for rigorous compliance with our privacy policy."

Thomas Stein, CIO
Lilly Pharma Holding GmbH