



Transparent processes and systems make PreCon fit for the future



Customer

PreCon GmbH & Co. KG

Industry

Biosciences and Chemicals

Company profile

PreCon is among the most well-known enterprises that actively promote healthcare. Its line of diet and nutrition products puts it among the leaders in Europe.

Role of ec4u

ec4u worked with PreCon to analyze and document the existing infrastructure for processes, the organization, and IT systems. ec4u was able to identify the potential for improvement in many areas and to recommend actions for reorganizing marketing, sales, and administrative workflows.

Benefits

PreCon is in a position to make appropriate strategic decisions – based complete and factual documentation of processes, the IT landscape, and identified and ranked options.

The market conditions for advice-based and counter sales of nutrition supplements have changed in recent years. This shift drove PreCon to optimize all its CRM processes.

PreCon stands for “Prevention Concepts” and promotes healthcare through its diets and nutrition products.

PreCon employs over 70 persons across Europe, mostly nutritionists, sales & service staff, and administration personnel. It invests an impressive share of its annual revenues in R&D.

Nutritionists and physicians developed the BCM program of advisory services available in over 2,000 centers across Europe. PreCon’s aim is to develop BCM further and complement the advisory centers with information and other services. Medical personnel and nutritionists trained at BCM assist over 200,000 individuals p.a. – making PreCon the leader in its field.

Founded in 1994 in Switzerland, PreCon expanded subsequently into Austria, Belgium, and the Netherlands.

RESPONSE TO NEW MARKET CONDITIONS

The market conditions for nutrition supplements have changed in recent years. This affected primarily healthcare companies like PreCon that had focused on advice-based sales of products. The main factors were modified consumer behavior and increasing competition, and sustained changes in the sales channel – which means mainly physicians in the case of PreCon.

CUSTOMERS WANT MULTIPLE CHANNELS FOR BUYING PRODUCTS

PreCon’s business model calls for integrated advisory services to promote product sales. Hence, either physicians advised their patients in person at their office, or customers received advice in special centers.

Although this will remain the core sales channel for PreCon, the demand for counter products was also on the rise. Since PreCon had never before considered direct sales of its products, it became necessary to revisit the idea of building up new channels. This naturally required assessment of the relevance and possible redesign of sales and marketing processes, and the IT systems that would have to handle the new sales channels.

EXPANSION ACROSS EUROPE NECESSITATED ASSESSMENT OF PROCESSES AND IT SYSTEMS

To assure success in entering new markets abroad, PreCon decided to verify the tasks that would arise, while making sure that the IT systems could handle the greater demands placed on them.

EC4U OFFERS INTEGRATED PROCESS AND IT EXPERTISE

PreCon awarded the assignment to ec4u expert consulting AG, to take a close and integrated look at the processes and attendant IT systems. ec4u offers comprehensive consulting expertise in strategies and processes to analyze and op-

“The transparency we achieved across all our processes and systems will facilitate the application of facts to make strategic decisions. ec4u’s targeted approach was pivotal for the project’s success.”
Per Bachmann, CEO
PreCon GmbH

imize business workflows. In addition, its network among the 4u group gives it access to a track record of accomplished projects on CRM systems, representing over 200 person-years of experience.