

CUSTOMER CARE CONSULTANCY

Dr. Beate Schuhr

CRM-Beratung für
Unternehmen der
Gesundheitswirtschaft



TASK

Responsible project manager for the launch of the CRM system for Keocyt.

OBJECTIVE

The local CRM system for Keocyt is based on the core functionalities of the global application. The CRM system needs to be adapted to the business processes of the company, to the French market and the requirements of the French authorities.

SPECIAL REQUIREMENTS

The implementation of the CRM is based on the standard functionalities of the application and follows the global CRM baseline. A SaaS Solution with cloud technology was implemented for PC and mobile devices. Any local adaptation of the system should cause no impact on the global baseline or reports.

CHALLENGES

The CRM system for Keocyt is based on the core functionalities of the Riemser Pharma CRM system. Global expectations and local requirements are reconciled by a clear governance structure during the project and after go live.

ADVANTAGES

The Best Practice approach with proven processes within the application allows a cost-efficient and adjustable implementation and a simplified reporting. The transfer of local and global ideas improved the local CRM solution as well as the core functionalities of the CRM system.

PROJECT SCOPE

- Healthcare structure: Integration of the French HCP database
- Business processes:
 - Integration of the Medical department
 - Integration of MSLs
 - Integration of Marketing
 - Integration of Sales (PC and mobile devices)
- Compliance integration: Interface between the CRM system and the compliance tool
- Global policies, local language and culture: Establishment of the "Governance after Go Live"
- Trainings for the employees of 4 departments
- Project timeline: 6 months

„Beate Schuhr did a really good job at Keocyt: a high level of CRM expertise and a pragmatic approach.“

Dr. Christophe Pasik
Directeur Général Keocyt

„Our first integrated CRM experience has been successful thanks to Customer Care Consultancy's willingness to take into account our local needs and specificities. Expected timeline has been respected and the smooth Go-live experience was appreciated by the end users.“

Ivan Hagay
Directeur des Opérations Keocyt

„Project planning and setting and an ambitious timeline for delivery of the platform was key in the implementation of our CRM. In a short period, thanks to the help of Customer Care Consultancy, we have been able to implement and train our reps. A few weeks after the Go-live, we can say that we have been successful in this project.“

Thomas Viot
Responsable des Ventes Keocyt

About Keocyt

Keocyt brings to market pharmaceutical products that are applied in the treatment of rare diseases, especially in cancer therapy and neurology. The Paris based company was founded in 2007 by two former employees of Pfizer and markets the drugs Zanosar, Estracyt, Prodilantin and Dilantin used for the treatment of certain pancreatic endocrine tumors, prostate cancer and status epilepticus, respectively.

Keocyt was founded in 2007 by Jean-Francois Auffret and Christophe Pasik as a specialty pharma company, focusing on oncology and neurology. The approach has been to market established products treating diseases with high medical need.

The company has put a special emphasis on building long-term and reliable partnerships with doctors, scientists and patients' associations.

