

Case study

Customer	Sapient laboratories
Industry	Pharmaceutical
The challenge	Speeding up the process of flowing information to the headquarters to enable faster decision making.
The solution	Salespersons enter data on their Nokia Tej handsets. Data is transmitted to the headquarters on a real-time basis.
The Nokia Tej edge	Increased transparency of field operations and real-time data updates in a structured manner for analysis.

Nokia Tej helps north India based pharma company automate their sales force tracking

Sapient Labs is a young and dynamic company based out of New Delhi. It was founded in October 2000 under the leadership of Mr S.N. Shahi with a mission of providing healthier solutions for better eye care. In addition, they also decided to manufacture and market select products for ENT. Sapient Labs manufactures a wide range of pharmaceutical drugs including medicines, drops, tablets, ointments and injections.

Their operations started from Delhi and Haryana and in a couple of years, they were extended to Jammu & Kashmir and Uttar Pradesh. Rajasthan and Gujarat followed soon after, and now the company is poised to expand to Madhya Pradesh and other parts of India. The company's vision is to service a market segment often ignored by large pharmaceutical firms.

In a short span of a decade the company has hit a turnover of Rs 4 crore. Over the next few years, the company's vision is to keep expanding pan-India and to continue adding to its product portfolio.

“We have expanded our reach very quickly in the past few years. Along with adding representatives and field force in our areas of operations, we have also been continuously adding and enhancing our product range”,

remarks Mr Surinder Mohan Bhat,
Marketing Head, Sapient Labs.

The Challenge

Sapient Labs has a product range of about 40 products with a couple of bestselling products like lubrifresh and nephem that are well known in the pharmaceutical market in North India. A team of 35 people handle sales pan-India. The sales team has a well-defined four tier structure with the marketing representatives reporting to area managers, who further report to regional managers, with the zonal managers forming the top layer. The main responsibility of the sales team is to meet the doctors and specialists.

The primary challenge is the difficulty in receiving frequent and updated information at every level. In fact, information flowing to the headquarters is extremely sketchy and often too old for any kind of relevant market action to be taken quickly. Another challenge is that the medical representatives are spread over a wide distance and are often located in rural areas and thus precious time is lost in information transfer.

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The Solution

Sapient Labs implemented Nokia Tej to track its sales force (medical representatives) and automate sales reporting. This was a one of a kind implementation where in the customer did not want to start with automating the order taking process. Instead they wanted a platform where the field force could enter information on their daily sales calls and send it to the head office. Thus, Nokia Tej is being used as an online, hands-on reporting platform.

“We took the implementation as a challenge; it took us a couple of months to tailor the application to the new requirements. However the results have been extremely satisfying”,

observes Praful Arya from Open Mind, Nokia Implementation Partner at Sapient Labs.

Although specific customizations had to be carried out for Sapient Labs, the implementation experience was very smooth. All 35 sales people are using the application for reporting purposes. Reports such as Daily Call report and analysis report have been customized for Sapient Labs. Early benefits have been realized in increased transparency of the field operations. With the implementation of Tej, the data flows into the headquarters on a real-time basis; where earlier 3-4 days would pass in getting this information and acting on it.

Sapient Labs is currently working on uploading the monthly sales plan on the handset, so that the sales staff has easy access to the relevant information at all times.

“The team from Open Mind was extremely helpful, we are grateful to Nokia that all our requirements were incorporated in the application”.

says Mr S.M. Bhat.

The Nokia Tej Edge

Data is now reaching the headquarters on a real-time basis instead of the typical 3-4 days delay when the process was manual. Thus, the information on the beat followed by the sales force, the free samples given to doctors and the feedback from the doctors is received at the headquarters on a real-time basis, and this can in turn be analysed on a standalone basis and in conjunction with order data coming from the stockists and retailers. This enables faster decision-making that will lead to aggressive expansion of the company.

“Our Nokia Tej experience has exceeded all expectations.”

- Mr Surinder Mohan Bhat,
Marketing Head, Sapient Labs.