

Nutricia Boosts Its Productivity and Sales Health with Mobile CRM Solution

Medical nutrition pioneer triples sales force productivity with Microsoft Dynamics CRM and CWR Mobile CRM. Average customer visits per rep shoots up from 1,100 before implantation to over 3,300 today.

Nutricia

Nutricia is a pioneer of advanced medical nutrition in Europe and is rapidly expanding its services for patients across the world. A unit of the international food company Danone, Nutricia develops, markets and sells medical nutrition for people who are sick or need extra energy. As a significant player in the healthcare industry, the company interacts with many stakeholders including government organizations, nursing homes, hospitals, doctors, pharmacies, and patients.

Business Situation

Nutricia seeks to qualify its products for government approval, so their use can be eligible for government reimbursement of prescribed medical nutrition. One of the company's greatest challenges is government regulation. "We need to be able to move with the market," says Søren Rolin, IT manager for Nutricia Health Services in the Nordics. "Whenever something changes in the regulat

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ions, we need to change with it." The company also grapples with the size its far-flung European market. Sales and customer service representatives cover a great deal of territory and need tools to help them work as efficiently as possible. Finally, Nutricia had an existing CRM system which was unable to keep up with the speed of today's business. The system was not user friendly and was significantly under-utilized. As a result, Nutricia simply did not have accurate customer information their field staff could use. Notes Søren: "We were far, far away from the 360 degree view on the customer we needed."

Solution

Nutricia selected Microsoft Dynamics CRM 4.0 to replace its existing CRM solution. It was clear that extending Dynamics CRM with a mobile solution would be crucial for the success of the CRM implementation, so Nutricia



Company Name

Nutricia A/S

Industry

Advanced medical nutrition

Regional Area

Nordics

Business Situation

Nutricia needed to relay up-to-date information on customers and changing government regulations to field representatives.

Solution

CWR Mobile CRM combined with Microsoft Dynamics CRM 4.0

turned to CWR Mobile CRM. "We found CWR Mobile CRM to fully match our requirements for the mobile solution," Rolin explains. "As we still have areas with no mobile internet coverage, we needed a solution capable of running offline. With their native mobile client for Windows Mobile phones, CWR Mobility delivers on its promise of a true mobile CRM solution."

Nutricia has found that using mobile devices instead of notebook computers improves the quality of the conversation between the field rep and the doctor by removing the physical barrier of the computer screen. Some reps even use the phone to record parts of the conversation. By adding that audio file directly from the mobile phone to the contact, the information is instantly available to everyone working on the account.

Dramatic Productivity Gains

Most of Nutricia's field staff are former nurses unaccustomed to working with computers; less than 20% used the previous CRM system. Today, usage of the Microsoft CRM/CWR Mobile CRM system is up to 85% and is still growing. Productivity has been boosted to an unprecedented level. Prior to implementation, Nutricia had eight representatives visiting 9,000 customers per year. Today, the company has six reps making 20,000 visits per year.

"We found CWR Mobile CRM to be just as user friendly as Dynamics CRM," Rolin reports. "No wonder our mobile CRM solution was adopted so quickly and easily. CWR Mobility is very good at capturing that Microsoft way of work!"

Easy to Implement and Manage

Field workers using CWR Mobile CRM benefit from relevant information made available via their mobile phones. They use the system to capture information on the customer at the point of contact, speeding up information sharing with every employee involved with that customer. The solution is managed on the server side, and Nutricia's IT staff can implement changes in CWR Mobile CRM from a central location instead of gathering mobile phones in four countries. Any time a field rep synchronizes data, the software updates are synchronized with it.

Nutricia has found CWR Mobile CRM to be very flexible and easy to implement. "I am a big fan of keeping things simple," says Rolin. "Keeping everything Microsoft-based makes my life as an IT manager very easy. CWR Mobile CRM is a great and seamless extension of the Microsoft platform."

About CWR Mobility

At CWR Mobility our mission is to give you the Power of Close™, the power to get closer to customers and stay there, to increase customer satisfaction and loyalty, to reduce the costs of customer interaction, and to create a more agile and effective customer-facing organization. Our market leading product, CWR Mobile CRM, puts the power of Dynamics in the palms of your employees' hands, on their own mobile devices.

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