



CUSTOMIZING SALESFORCE CRM FOR PRECISION ENGAGEMENT IN LIFE SCIENCES

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



A global specialty pharma company operating across multiple regions was struggling to manage HCP engagement, sample tracking, and sales visibility using a generic CRM setup.

Salesforce lacked pharma workflows for sample disbursement.

Tracking rep activities and HCP preferences was fragmented.

MSLs and Key Account Managers struggled to log insights.

Compliance Concerns existed around call logging and data access.



INT.'S SOLUTION



INT. delivered a **Life Sciences Salesforce CRM**—customized for regulatory and operational needs for field teams and managers.

- ✓ **HCP 360 View:** Comprehensive profiles that include touchpoint history, call notes, affiliations, and specialties.
- ✓ **Call & Visit Planner:** Efficient territory routing with visit frequency logic and compliance checks for representatives.
- ✓ **Sample Tracking Module:** Seamlessly integrated with inventory to track disbursements, returns, and acknowledgments.
- ✓ **Multichannel Integration:** Consolidation of in-person, email, webinar, and remote calls into a unified log.
- ✓ **Compliance & Audit Readiness:** Aligned with industry standards like 21 CFR Part 11 and GDPR.



6-Step Applied Process

01

Requirement Discovery:

Engaged sales ops, marketing, and medical affairs to map needs

02

Gap Analysis:

Identified missing Life Sciences fields, workflows, and compliance gaps in core Salesforce

03

Configuration & Customization:

Created objects, automation rules, and reports tailored to pharma

04

Integration:

Connected CRM with CLM tools, sample inventory, and Veeva Vault (where applicable)

05

User Training:

Enabled field adoption through targeted sessions and digital walkthroughs

06

Governance & Support:

Set up admin SOPs, approval chains, and post-deployment SLAs

25%

improvement in HCP engagement
frequency through intelligent
scheduling

Audit-ready logs across call
notes, medical queries, and
promotional activity

100%

traceability of samples with
automated alerts and rep
accountability

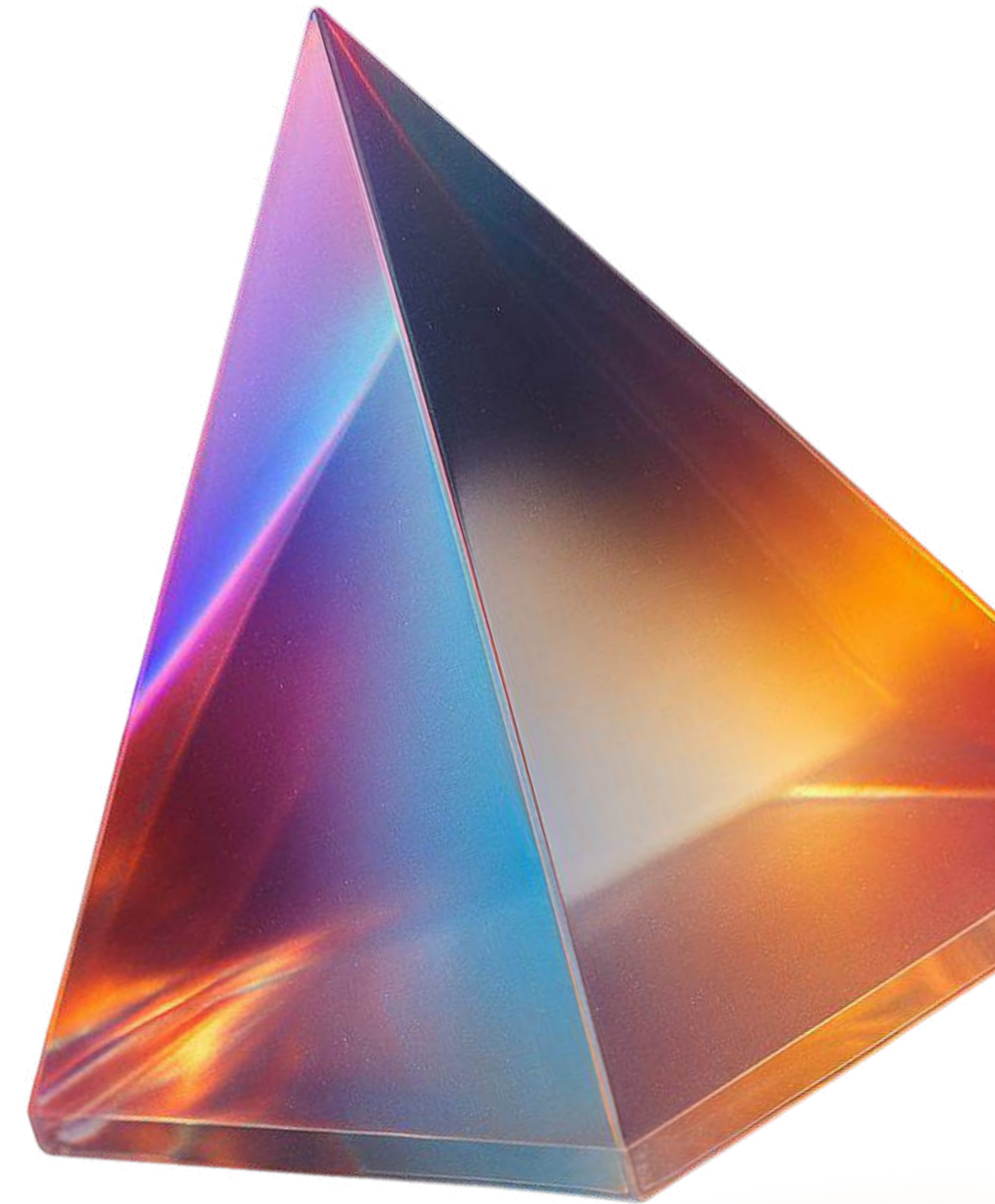
3x

more MSL insights are logged,
enhancing our market access and
medical strategy

Faster data entry with rep-
friendly mobile layouts and
smart form logic

5+

internal teams utilize sales and
medical dashboards on a weekly
basis.





Let's Help You

Delight Your Customers - The easiest way to achieve growth



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27+ Years

1000+ Professionals

45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

