



BlackBerry Customer Success

Chiesi Farmaceutici maximises employee efficiency with BlackBerry solution

Chiesi Farmaceutici Spa is an Italian pharmaceutical company that operates globally, manufacturing and distributing some of the leading drugs for the treatment of respiratory and cardiovascular diseases. From a business that began as a small pharmaceutical laboratory, Chiesi Farmaceutici is now an international company with a turnover of more than one billion euros in 2010, over 3.700 employees, three manufacturing plants and four research centres located in Italy, France, the US and the UK.

THE CHALLENGE

With its Divisione Farmaceutica Italia (DFI), Chiesi Farmaceutici has an established team of 500 scientific staff located throughout the country, made up of pharmaceutical representatives, area managers, field managers, key account managers and regional account managers.

This team provides scientific information about drugs to general practitioners and specialists. Since its work is primarily focused on face-to-face visits with the physicians, it was difficult to effectively manage the flow of information as the pharmaceutical representatives work remotely. One of the main challenges for Chiesi Farmaceutici was to improve communications between the headquarters and the pharmaceutical representatives and therefore reduce downtime between visits.

Chiesi also needed to give the reps easy and reliable mobile access to the company's CRM system in order to speed up activities and maximise efficiency whilst on the road.

THE SOLUTION

Chiesi Farmaceutici deployed BlackBerry® Enterprise Server and gave 540 BlackBerry® smartphones to employees in its Parma headquarters as well as its scientific reps in the field. This provides mobile access to email and gives users the opportunity to manage documents while on the move.

Because Chiesi's employees were already using BlackBerry smartphones and liked using the devices, when the company needed a new solution to improve their work processes, "choosing BlackBerry, already known for its reliability and quality, was a very natural decision," says Matteo Rumi, knowledge and technology manager, Chiesi Farmaceutici Spa.

KEY BENEFITS

- Reduced inactive time between appointments
- Saves field reps from having to complete administration tasks at home
- Use of mobile CRM and documents enables accurate and timely access to data



“With BlackBerry, we manage a complex and super connected network with great ease and simplicity.”

Matteo Rumi,
knowledge and technology manager,
Chiesi Farmaceutici Spa

Industry:

Manufacturing & Technology

Region: Italy

Company Size: Large

Solution:

CRM application
by TechMobile
BlackBerry® smartphones

TechMobile is a new Mobile Solutions company, founded to aid companies that have chosen a BlackBerry® mobile solution and need a partner to help them best implement this technology. The TechMobile corporate mission is based on simple key factors: quality of service, expertise, specialised technical team, continuous technological investment and collaboration and certification with major partners.

The company mobilised its existing CRM functions to allow its mobile employees access to applications which were previously only accessible via laptops and computers. Chiesi Farmaceutici asked TechMobile, a member of the BlackBerry® Alliance Program to develop CRM mobile, an application that allows the employees to access key CRM functions including reporting on workflow processes, management of contact data and access to company news and information. Users of the BlackBerry® solution at Chiesi Farmaceutici are now also able to access call reporting, samples management, and sales reports.

The next phase of the project will aim to create and implement an application dedicated to the Training and Development division of Chiesi, which will help the area managers to evaluate the technical and scientific competencies of the reps themselves. This application, called hr-CRM, will enable area managers to perform daily evaluations of the scientific reps' training and knowledge when they are in the field.

BENEFITS

Since the deployment of the BlackBerry solution, Chiesi Farmaceutici has already benefited from an increase in productivity from its employees engaged in field activities, together with more effective use of business applications. Employees now don't need to continue working at home after finishing their working day, as applications can be updated on the BlackBerry smartphones during the day. “With BlackBerry, we manage a complex and super connected network with great ease and simplicity,” says Rumi.

The mobilisation of the CRM tools has given the company the ability to analyse the performance of its employees and to rapidly undertake performance support activities.

Moreover, the adoption of the BlackBerry solution was easy and fast, so much so, that the excellent results achieved have led Chiesi to expand the project with a growing number of applications and business functions. In particular, Chiesi's reps who use BlackBerry smartphones found that they were reliable and easy-to-use, while the IT department found the solution simple to manage.

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