

A man with a beard and mustache, wearing a white lab coat over a light-colored shirt and a patterned tie, is looking directly at the camera. He is holding a pair of dark sunglasses in his hands. A stethoscope is visible around his neck. The background is a bright, slightly blurred outdoor setting.

LEADING HEALTHCARE GROUP GOES MOBILE



To improve its sales force effectiveness, South Africa's leading healthcare group has signed a R2,5 million deal with Adcheck Mobile.

The mobile solutions company is using its mobile sales force automation and territory management solution to provide Adcock Ingram's sales force with a mobile application aimed at reducing sales administration costs and improving sales results.

"We selected Adcheck Mobile due to its proven track record as a mobile solutions provider and the tangible return on our IT investment," says Norman Siebert, manager: managed healthcare, at Adcock Ingram, a wholly South African-owned company, which was founded more than a century ago and is today one of the country's leading suppliers of health care and health-related products.

He adds that the new solution is tailored to suit Adcock Ingram's specific needs, and provides it with a competitive edge in a very volatile market sector.

REAL-TIME INTELLIGENCE

"Adcheck Mobile's locally-developed Territory Management System is a real-time intelligence gathering solution," says Trevor Ahier, Adcheck Mobile, CEO. "It enables sales people to schedule appointments, manage a customer database, process sales orders and collect research information at customer and product level; all on a mobile device at any



Trevor Ahier

given time of the day."

In addition, the system enables sales representatives to manage all customer appointments using a Microsoft calendar. Vehicle information, expenses and mileage logging can be entered into the system. Red flag issues captured will distribute alerts to the line or product managers involved, and are kept open until closed or solved.

The system allows for detailed drill-down reporting and analysis. A bi-directional messaging system allows for communication between the sales force and head office.

A dedicated web site enables sales managers to view and track the sales force progress. Drill-down graphing allows managers to evaluate the sales force individually.

It provides sales managers with real-time snapshots of sales representatives' daily performance in terms of orders, planning and execution thereof, types of contracts signed and accurate sales statistics.

According to the company, it fosters improved communication and provides sales managers with the ability to analyse and institute coaching within a real-time environment. The web site also allows for electronic images and detailed product information to be sent to the device.

FAVOURABLE PILOT

"The pilot of the Adcheck Mobile solution was favourably received by the Adcock Ingram sales representatives," says Siebert. "The team enjoyed the added value of a mobile solution such as more effective planning, improved and more efficient record keeping, real-time information, time-saving and efficiencies when placing orders, improved problem-solving, a paperless office and customer database updates done instantaneously."

Adcheck Mobile adds that its solution ensures that customers receive real-time status updates with regards to orders and stock levels.

They are able to review previous order patterns immediately and make better informed decisions. Sales representatives will be able to solve red flag issues far quicker as a result of the real time reporting and information at hand on Adcheck Mobile's system, as well as provide customers with new product information as soon as it is launched.

"The need for up-to-date information is critically important in our industry," says Siebert. "We required a mobile solution that would make a visible difference to our sales representatives' performance and our bottom line."

According to Adcock Ingram, its pharmaceuticals division is the market leader in the total private pharmaceutical market and is the second largest player in the generics market. Adcock Ingram Critical Care is South Africa's largest supplier of hospital products, blood systems and accessories and products used for renal dialysis and transplant medication. Adcock Ingram Scientific focuses on the medical diagnostics market.

Adcock Ingram Consumer provides a wide range of personal care, baby care, homecare and over-the-counter medicines that are sold through food stores and pharmacy. Products include Ingram's Camphor Cream, Elizabeth Anne's baby toiletries, Purity baby foods, Panado, Compral, Citro Soda, Doom, FastKill, Jeyes

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