

# SAM – Sales Activity Management System

Mayne Pharma Australia



## What They Wanted

Mayne Pharma Australia, a division of an international hospital pharmaceuticals company, has a field sales force that spends most of its time on the road, talking with customers.

Mayne Pharma needed to equip their field force with tools to help them effectively manage their busy schedules, while enabling state and national management to obtain regular updates on field force activity and vital product response information coming in from the field.

Sales and Marketing teams work closely in support of one another, and needed a way to effectively share product information collected from the field.

## Solution Provided

The field sales team members were all familiar with using Microsoft Outlook, and the offline capabilities provided by the existing Microsoft Exchange Server network made this environment a logical choice of technology.

The solution extends Outlook's contact and schedule management features to add information specific to Mayne Pharma's unique way of working.

Information about each customer meeting is recorded by the field sales force as part of their routine time management activities.

The email capabilities of Outlook, particularly the offline synchronisation features, are leveraged to deliver information to the Exchange Server for central storage and retrieval without creating any extra work for the sales team.

Sales activity data is periodically summarised and seamlessly transmitted to the team managers in an easy to read report format.

A management reporting console taps into the powerful, centralised sales information database created, enabling Marketing staff to capitalise on field information as soon as it is collected.

## Technologies Used

The following technologies were used to develop and host the JayBase application:

- Microsoft Windows Server 2000
- Microsoft Exchange 2000
- Microsoft Outlook
- Microsoft Word

Development Tools and Technologies

- Visual Studio
- COM
- Collaborative Data Objects

## Outcome

Field sales team members are able to more effectively manage their time, enabling them to develop richer customer relationships. A history of the relationship with each customer supports a personalised approach to customer interaction.

The immediate, centralised storage of information gathered in the field facilitates fast market response times and more accurately targeted marketing.

With the ability to review sales activity patterns regularly, the sales management team is able to provide practical and timely support for each member of the remote field sales force.

For more information on this system, please contact Dragonfly Software on +61 8 8410 8889 or email us at [info@dragonflysoftware.com.au](mailto:info@dragonflysoftware.com.au).

