

Conga for better Field Force effectiveness

Deliver compliant on-message documents efficiently, reduce the administrative burden on your field sales teams, and free their time to focus on what matters

Conga's automated solutions enable a new operating model for life sciences that focuses on simplifying hospital and HCP touchpoints and standardizing and automating company-wide external messaging and sales engagement.

Field Force effectiveness challenges

Life sciences companies (Pharmaceutical and MedTech) face multiple challenges in ensuring their distributed sales teams deliver communications and content to patients and providers efficiently:

Demanding schedules and poor quality of life

- Life sciences manufacturers manage large sales teams with varying skill levels
- Sales reps spend long days canvassing doctor's offices, returning home to family responsibilities and then more work
- Cumbersome, manual report creation processes heighten the pressure and workload
- As a result, work-life balance is an issue for many

Inconsistent messaging

- No consistent way to ensuring sales teams' communications to patients and providers are consistent, compliant, professional and on-message

Lack of automation

- A lack of automated and dynamic generation capabilities for reports, internal and external business reviews, and other key documents means excessive manual work for sales reps and less time spent with customers

Together, these issues underscore the need for life sciences organizations to provide their sales forces with automated solutions.

Conga's solutions: revolutionizing Field Forces' day-to-day effectiveness and productivity

Conga's solutions allow sales reps to spend more time doing what matters supporting customers:



Swift and automated document preparation

- Sales presentations
- Quotes & proposals
- Sell sheets
- Agreements
- Practice overviews
- Promotion collateral
- Campaign briefs



Standardized sales activities and processes at hospitals and HCP offices

- All sales calls, communications and activities are noted in CRM
- Follow-up activities are stored as Tasks



Streamlined, automated, and accelerated home-based work

- Prepare follow-up documents (Microsoft Office & Adobe)
- Internal and customer business reviews and reports
- Batch and activity-triggered automation (thousands of events nightly)

Better outcomes for customers, sales teams, and your business

Customer benefits

Simple, accurate configuration based on product-approved constraint rules ensures customers receive orderable products that meet their needs. This results in:

- Faster cycle times
- Increased customer satisfaction

Sales team and business benefits

- One-click generation for detailed pre- and post-call documents
- Simplified process for delivering business review documents
- Increased visibility across your entire field force
- Leverages commonly used life sciences IT systems, ensuring tight integration with contract and rebates settlement systems

25%

higher win rates

80%

less time spent updating documents manually

160,000

hours saved annually in document generation

60x

faster agreement generation

Case Study: Conga helps top pharmaceutical company solve its hospital sales force teams' challenges



Challenges

Eliminate manual processes and reduce the administrative burden on its sales force



Solution

Conga Composer

Produces templated documents (including proposals, sell sheets, and presentations), reduces the time to produce them, and streamlines the flow of data into each document. What's more, sales teams create documents that include not only price and terms, but also valuable product information.

Conga Batch

Creates and sends large numbers of documents all at once, reducing repetitive work and the administrative burden on sales force.

Conga Trigger

Boosts productivity and automates workflows by creating and delivering documents whenever sales reps require them.



Outcomes

Together, these three solutions:

- Generate documents, proposals, sell sheets, and/or presentations to drive better interactions and negotiations between buyers and highly specialized hospital sales force.
- Automate the creation and submission of all written forms of communication between the field sales force and hospital purchasing agents.
- Simplify everyday document tasks so reps have more time to focus on what's important: supporting customers and buyers who deliver critical and timely patient care.



For more information

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