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A Client Focuses on Their Core Business By Outsourcing of Their Customer Master Data Operations

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The Challenge

At a top five pharmaceutical company, the sales operations team was struggling with the internal maintenance of their customer master database. The purchase of an expensive data integration software package was proving to be difficult to implement. Rigorous training and significant personnel were required causing frustration for the client. After being internally unable to meet many of the original business requirements, it was decided that building a customer master was not core to the clients business and the client decided to seek out other solutions to the problem.

The solution needed to have several key elements including improved quality of the health care provider universe, reduction in the infrastructure and application costs and reduction in the amount and frequency of calls to the help desk from sales representatives. The sales representatives were unhappy with the data quality creating a large volume of phone calls to the help desk.

The Strategy

Health Market Science assessed the current situation in order to decide who was responsible for the creation and maintenance of the customer master database. The client's customer universe was derived using prescription data extracted from their CRM system. The universe was limited to 250,000 health care practitioners with a need to grow, but the current system was unable to handle the workload required for maintaining this size.



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The Solution

Health Market Science leveraged internal people, processes, software and governance to create a fully outsourced customer master data management (MDM) solution for the client. After extensive business requirements gathering and analysis, Health Market Science was able to configure the CompleteView solution to meet all of the business needs. The existing customer universe was cleansed and enhanced with additional information from the HMS MasterFile™. This expanded the customer universe size from the previous 250,000 records to a full universe of 1.2 million health care prescribers.

The data feeds were identified and integrated into a proper management workflow system for detection of file variances and consistency. Proper service levels were put in place for variance correction and master file delivery turn around. A daily feedback loop was implemented for all changed and new records giving transparency to the client on all validations and incorporations into the customer master universe.