How to boost profits by fine-tuning your rebate policies?

Client Success Story

C&F

Industry

Animal Health

Client

A global animal health leader

Challenge

- **Complex product offering**: An animal health manufacturer offers hundreds of products to more than 10,000 Customers through distributors.

- **Large sales force**: The company employs approximately 100 sales representatives to manage over 1,000 contracts annually in a highly competitive market.

- **Rebate calculation issues**: The company faced challenges due to a lack of control over the rebate calculation process, resulting in difficulties in providing monthly rebate and payment calculations by mid-month.

- **Frequent commercial and pricing policy changes** were difficult to implement and maintain.

- Sales reps **did not have access** to sales and rebate contracts and pricing information.

Solution

Rebate and Contract Lifecycle Management Solution:

- **Comprehensive tools**: C&F proposed and implemented a desktop- and mobile-accessible SaaS-based solution with field force contract management tools and dynamic workflow approval management.

- **Configurable simulations**: Included configurable simulations of expected return on investment for Clients.

- **Adaptable system**: Designed to easily adapt to most commercial policy models (such as VetPharma markets), with rapid integration between the rebate application and ERP systems (SAP, Oracle).

Benefits

- **Reduced headcount**: Reduced the number of people involved in the rebate management process by 50%.

- **Faster payments**: Payment delays were reduced from 60/80 days to less than 1 day.

- **Market Adaptability**: Quickly adapted to changing market conditions and customer behavior.

- **Error reduction**: Automated, integrated environments reduce errors and improve customer satisfaction.

- **Process optimization**: Continuous process optimization through monitoring.

- **User-friendly design**: Intuitive, lightweight UX and look-and-feel design reduces training and user adoption time.

- **Cost efficiency**: Cloud-enabled solution reduces infrastructure costs.