

# How to create long-lasting relationships with your customers?



## Client Success Story



### Industry

Animal Pharma

### Client

One of the leading international Animal Health companies

### Challenge

- **Sales support solution:** The veterinary pharmaceutical client needed a sales support solution to build a long-term supplier-customer relationship by providing veterinarians with medicines at attractive prices.
- **Customer Loyalty:** High customer loyalty can only be achieved through well-managed incentive (pricing/rebate) programs for veterinarians.
- **Incentive program management:** Incentive programs are often difficult and time-consuming to manage and require strong back-office support.
- **Partner complaints:** Partnering veterinarians/farms complained about slow and unreliable rebate calculations and poor information.

### Solution

#### Customized application PriceWise:

- **Holistic support:** PriceWise added value by providing holistic support for the client's loyalty program.
- **Features:** The cloud-based custom SaaS application includes sales data import, rebate and payment calculation, contract tracking, and analytics.
- **Technology:** Built on the OutSystems platform, ready to work in markets such as Poland, Hungary, Romania, Czech Republic and Slovakia.

### Benefits

- **Efficient identification:** Easily identify which customers, geographies, and sales reps are performing well, saving time and reducing costs to meet performance goals.
- **Reduce errors and disputes:** Reduce rebate errors and disputes by automating the calculation and tracking of performance.
- **Up-to-date monitoring:** Provide up-to-the-minute monitoring and measurement of results by automating multiple steps in the process.
- **Reduce back-office workload:** Reduce the back-office workload for sales representatives.
- **Clear goal communication:** Ensure that goals are clearly communicated and measured, and that rebates are quickly paid to partners.