Client is a leading pharmaceutical company that excels in research and development of groundbreaking pharmaceutical treatments for people with central nervous system (CNS) conditions.
Challenges:
The client has been growing from strength to strength, riding on the efforts of a strong marketing team who excelled in traditional offline marketing techniques like radio shows and newspaper ads. With an eye on the digital generation, the client wanted their marketing team to branch out through digital marketing channels to accelerate their client acquisition process. After investing in Marketing Cloud, the client decided to partner with DemandBlue to leverage all the features of the marketing tool.

DemandBlue’s solution:
The customer success team had detailed discussions with all key stakeholders to gather the challenges and pain points and laid out a solution that satisfied the client team. Once the plan was approved, the team went ahead and executed the following plan –

- Implemented new workflows to automatically update the contract fields based on the type of contract
- Updated all the existing contract templates with new ones using Apttus X-Author
- Updated the workday integration to sync employees department information
- Created scheduled reports to notify the user about the expiration of contracts before 30/60/90 days
- Created an automated process to mark the vendors inactive if there are no contracts or activity for more than 90 days

Benefits to the clients:

- Auto-filling of data in contracts eliminated 90% of manual input
- When agents were transferred to different departments, this would be automatically updated in Salesforce and the contract expiration notification is sent to appropriate department members
- Created/updated contracts using Apttus X-Author
- Automated and streamlined the contract expiration and renewal process
- The results were immediately felt by the users and leadership as efficiency, quality, and timely renewals all increased.