



Commercial Solutions



Why choose C3i?

We provide support to more than 50,000 pharmaceutical end-users with over 95% satisfaction level.

It's critical that your sales representatives perform at their highest level. That's why enhancing Customer Relationship Management (CRM) adoption is a key factor in your company's success.

Today's rapidly changing pharmaceutical market requires an efficient CRM solution to fulfill your sales strategy. Can you reduce the time it takes your sales professionals to reach proficiency in order to keep up in the competitive life sciences environment?

Trying to manage problems with your CRM applications on your own often only results in additional challenges. Time and money is wasting while you try to find the right solution provider for your issues. A rep's job is to grow market share, not fix technology problems.

C3i's help desk and technology solutions help pharma companies adopt CRM technologies and dramatically improve end-user effectiveness.

C3i works with over half of the world's top pharma companies, improving their effectiveness while our educational consultants help boost technology usage and increase productivity.

Our clients come to us at different stages with different challenges, so we offer a wide variety of integrated offerings for every unique need—each carefully designed to deliver world-class services and maximise overall return on investment.

How does it happen? Through a perfectly designed scope of services that begins with a state of the art call centre, training and managed services, plus software integration and implementation. We enable perfect solutions in your own language with 24x7 access, and keep your technology running with our Global Workstation Management Services (WMS).

Enhance your IT environment and increase pharma sales force effectiveness with C3i end-to-end support services.

C3i's Advantages

CALL TRACKING AND KNOWLEDGE MANAGEMENT

C3i uses an enterprise-wide tracking system to log and report clinical support incidents, problems and resolutions. Our help desk agents also leverage a knowledge management system to access answers to common issues and speed case resolution.

QUALITY ASSURANCE

By measuring leading indicators on a daily transactional level, we achieve industry-leading rates of first call resolution and customer satisfaction. Our operational environment complies with all applicable regulatory requirements.

A UNIFIED TECHNOLOGY INFRASTRUCTURE TO SUPPORT A GLOBAL SERVICE DELIVERY MODEL

C3i provides help desk support from integrated operations centers, all managing according to the same ISO-certified operating procedures. Agents work on a unified, fully redundant technical platform that delivers multi-channel consistency, reliable service and superior end-user satisfaction.

Contact C3i

C3i's outsourcing services helps the healthcare industry dramatically improve technology usage while lowering the total cost of customer relationship management environments. Only C3i provides a complete portfolio of systems integration, technology training, multilingual help desk, asset management, hardware provisioning and technical site assessments exclusively tailored for the needs of healthcare professionals.

C3i has global operations centers in Europe, India and the United States. For more information, please visit C3i's website at www.c3i-inc.com.

C3i's Commercial Services

CRM SYSTEMS INTEGRATION

Deploy business-focused solutions to optimise your technology investment

- Provides application integration, upgrade and system integration.
- Ensures that your technology deployment supports your business strategy by working closely with you.
- Supplies expertise across various CRM applications including marketing, sales, service and analytical departments.

END-USER SUPPORT AND MANAGED SERVICES

Take sales force effectiveness to the next level

- Provides 24x7 multilingual help desk support and delivers better customer relationships by enhancing your data.
- Offers application administration and maintenance, data production and database administration.

BUSINESS AND TECHNOLOGY TRAINING

Maximise end-user adoption to reap the benefits of your CRM software

- Offers new hire, rollout and reinforcement training on sales & marketing software and systems.
- Delivered your way-through in-person classroom instruction, Web-based interactive workshops or self-paced online programs.

WORKSTATION MANAGEMENT SERVICES

Get the most out of your hardware investment

- Manages the lifecycle of technology deployed to your sales professionals.
- Provides an array of workstation engineering, hardware technology deployments, break-fix and warranty repair services.
- Develops and loads software images and distributes hardware globally from operations in both Denville, NJ and Cologne, Germany.
- Designs project-specific asset management services.
- Key partnerships with Dell, HP/Compaq, IBM/Lenovo, Apple, Toshiba, Brother.