

McKesson Pharmacy Systems and Automation (MPS&A) Leverages Siebel, eService and OBI EE to Improve Customer Service and Reduce Overall Support Costs

Aging System Drives Search for State-of-the-Art Solution

McKesson Pharmacy Systems and Automation (MPS&A), a division of McKesson Corporation, provides comprehensive pharmacy management system suites and business services designed to make pharmacies more efficient and more profitable while helping them improve customer satisfaction. In order to provide system support for over 7,000 pharmacies served, MPS&A operates a service center with a staff of 200 people handling approximately 300,000 service requests annually. For the past 15 years, MPS&A has provided call center and service order support via an aging system running on an Informix platform. With vendor support no longer available, the system had become difficult to maintain and was not keeping up with the needs of the business. The system was severely lacking in its ability to support two of the most important functional requirements: service order status tracking and operational reporting. MPS&A needed a CRM application that could deliver on the following objectives: reduce costs, increase productivity, improve customer satisfaction, improve its competitive position, and empower management.

MPS&A Turns to eVerge Group to Get Project Back On Track

After an initial evaluation of 12 possible solutions, MPS&A selected Oracle's Siebel CRM (Pharma Vertical) and OBI EE because it most closely met its requirements, provided future growth capabilities and was backed by the Oracle brand. Initially, MPS&A selected a global system integrator to handle the implementation. But after budget overruns and concerns about consultant knowledge levels, MPS&A brought eVerge Group in to take over the project. According to Gary Johnson, Vice-President of Customer Support, "The thing that stood out about eVerge Group is that they really knew the application and had a good plan for what had to happen to get it installed successfully." MPS&A IT Director, Mark Stasinski echoed Gary's sentiments, "We were a bit gun-shy after the problems we experienced with our last implementation partner, but eVerge Group was very reassuring and brought a sense of calmness to the team. They gave us confidence that they would make the project successful."

Iterative Prototyping is Key to Accelerating Application Design

In order to avoid the issues that plagued the project previously, eVerge Group combined the requirements developed to date with design elements from similar CRM implementations completed at other healthcare companies to develop an initial prototype of the system. Thirty participants representing the business users, IT, Business Intelligence, Materials Management and Credit were brought in to use the prototype and provide feedback. eVerge Group conducted three formal rounds of iterative prototyping and five informal rounds. After each prototype, notes were circulated and approved and then the changes were incorporated into the next version of the prototype. Iterative prototyping enabled eVerge Group to accelerate the implementation and deliver a system that met the user's needs and expectations. According to Mark Stasinski, "Iterative prototyping was a very effective tool for us. It allowed us to rapidly implement the application, and we gained a lot of functionality versus freezing the code."



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CRM project profile

MCKESSON

Empowering Healthcare

Industry: Pharmaceuticals

Oracle Platform:

Siebel 8.1.1 Pharma Vertical
Siebel eService
OBI EE 10.1.3.4

Oracle Applications:

- Sales Analytics Application
- Siebel Call Center 8.0

Product Objectives:

Reduce Costs

- Reduce call-handling time and mean time to resolve
- Reduce number of return authorizations and missed shipments
- Decrease call volume via self-service, email-intake, improved FCR rates

Increase Productivity

- Standardize processes and simplify call logging
- Scripted problem diagnosis and solution recommendations
- Shared knowledge base among all locations
- Increased per-agent call capacity
- Increased implementation and customer migration efficiencies

Improve Customer Satisfaction

- Raise customer satisfaction, leading to higher rates of retention

Improve Competitive Position

- Enhance MPS&A image as a market leader in customer service

Empower Management

- Unified view of MPS&A customer data
- Fully integrated customer operations
- Targeted analysis and trend identification with new reporting component



Solution Delivered

The comprehensive implementation of Siebel CRM 8.1 (Pharma Vertical) and OBI EE included the following key components:

- **CTI Integration** – CTI enables application to automatically pull up appropriate screen and account information.
- **Voicemail Integration** – Application integrates with MPS&A's I3 system to allow service requests to be created directly from customer voicemails (after hours or opt out situations).
- **Email Integration** – Service requests can now be created directly from customer emails. Customers can also update existing service requests via email.
- **Knowledge Management** – The Siebel system was integrated with the Consona knowledge management base, enabling service agents to resolve client issues by tapping into historical base of solutions.
- **Material Handling** – Integration of service order information with warehouse management system to automatically generate shipments of hardware to customers.
- **Back Office Integration** – Information such as new accounts, new software packages, new services sold, etc. automatically populate the CRM database from MPS&A's Epicor system.
- **Dynamic Workflow Creation** – Instead of imbedding conditions and outputs into every workflow, a single workflow was created with dynamic condition and output indicators. This design enables new workflows to be developed at the Admin level rather than at the tools level.
- **Shipping Management** – Integration with FedEx enables automatic generation of call tags to facilitate hardware return shipments from customers.
- **Convergys Integration** – Service request information is automatically fed into a Convergys system where follow up customer satisfaction surveys are generated.
- **Service Analytics and Call Center Telephony Analytics** – eVerge Group built the technical server infrastructures and configured software to support Call Center reporting requirements.
- **Knowledge Transfer** – One of the most important elements in the project was the knowledge transfer effort. eVerge Group developed and executed an extensive 8-week plan designed to make sure that MPS&A was prepared to maintain the application at go-live. Per Mike Campbell, "We're very pleased with the knowledge transfer. It was very well planned and executed."

Results

MPS&A went live with the system in June, 2010. The application:

- Was completed on-time and within budget
- Enables MPS&A to more efficiently process and track status of service requests and provide better customer service
- Has driven improvements in business processes, as well as eliminated processes previously developed as workarounds to limitations in the previous system
- Integrates with other processing systems to eliminate manual steps and expedite customer service functions
- Provides a platform for future efficiency-improving additions such as eService

Client Feedback:

"eVerge Group came to the table with great people and did everything possible to make this project successful. They did a tremendous job – we couldn't be happier!"

Gary Johnson, VP -
Customer Support

"Go-live really exceeded our expectations. We were running the business on the new Siebel application on day one with no major issues."

Mark Stasinski, IT Director

"I cannot say enough good things about eVerge Group. They figured out what needed to be done and they did it."

Amy Hetrick, PMO
Program Manager



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