

A records management cure leads to better customer service.

A major pharmaceuticals company sought a better way to store and access years' worth of documentation related to sales of its products. Our electronic data management solution is helping to drive higher rates of customer satisfaction.

The challenge.

As a global leader in healthcare, the pharmaceuticals company is required by federal law to keep several years of records related to product sales on hand. These records (including invoices, credit memos, debit memos, and chargeback forms) were stored as batches of paper files and took up a large amount of much-needed office space.

This system was easily susceptible to problems with misfiling, which led to irretrievably lost information and unacceptable delays in responding to customer service requests.

The solution.

Mossberg proposed a plan for the company to submit documentation to us weekly. We digitally scan it all, including shipping information and manual notes made by customer service reps.

The electronic filing system we've developed allows multiple levels of inquiry, including batch by customer, date, invoice

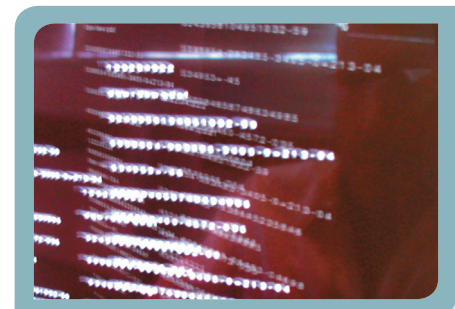
number, and more. When retrieved, the entire batch with all supplemental documentation is pulled up onto the customer service rep's computer screen.

All batches are stored on Mossberg's servers and backed up in case of disaster. Our client's employees have specific login IDs and passwords, and can access the system securely 24/7/365 through the Internet.

The result.

The company has not only reclaimed key office real estate (including first-floor space with windows on all sides), but service levels have also been greatly enhanced.

There are no more lost files. Questions can be answered immediately over the phone. And, customer service reps can access information and answers online while on the road or in their customer's location. Overall, customers are reporting faster answers and fewer needs to call back.



Healthcare

Pharma

Database development

Customer service

Digitized records

Data security

Mossberg & Company offers you an unexpected array of services to help you connect with customers more precisely and meaningfully at every moment.

Our regulated industry solutions deliver the assurance of accuracy that's vital to your marketing and communications. Contact us today to learn more.

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