









ReCept improves the customer experience with Infor CRM

About the company

ReCept is a fast-growing, specialty retail pharmacy that provides disease-specific education and counseling for people living with long-term diseases, including cancer, chronic pain, hepatitis, HIV/AIDS, osteoporosis, MS, cardiovascular disease, and rheumatoid arthritis. ReCept's pharmacy management programs help physician-owned, office-based pharmacies focus on patient convenience with specialized care. ReCept also operates Plaza Supply, one of the US's leading emergency medical product distributors. To learn more, visit www.receptrx.com.

Facts at-a-glance

 COMPANY ReCept	 HEADQUARTERS Fort Worth, Texas	 INFOR PRODUCTS Infor® CRM, Infor CRM Xbar for Outlook®
 INDUSTRY Healthcare	 EMPLOYEES 200+	 WEB SITE www.receptrx.com

Business goals

- Improve efficiency of information management and visibility between departments.
- Create a unified database that interacts with the applications already in place.
- Deliver optimal care and uncomplicated pharmacy experience to customers.

“After evaluating multiple technology solutions, it was clear that Infor CRM would be flexible enough to take on our current challenges and adapt to future growth. In addition, the ongoing support we have received from Technology Advisors was instrumental. The level of support and responsiveness has confirmed that we made the right decision.”

Linda Stanko, National Director, Marketing and Inside Sales, ReCept



Managing information with efficiency and transparency

Increasing productivity

ReCept implemented Infor CRM and Infor CRM Xbar for Outlook as a new CRM solution. Prior to implementing the solution, employees had to create spreadsheets to supplement information that couldn't be shared in calendars, and employees also lacked insight into what happened on other team members' calls. By integrating the solution with the company's existing Microsoft® Outlook applications, sales team members could start sharing calendars and contacts with multiple groups. This helped improve the visibility between departments and maximized the team's reach, and it helped eliminate inefficient, overlapping efforts. Additionally, sales team members who travel became more productive due to the solution's mobile features and social media capabilities.

Creating richer customer profiles

Before implementing Infor CRM and Xbar, customer phone calls felt more like "cold calls" because relevant information wasn't easily available. Relating to customers with personal, conversational interactions was difficult without access to external data and notes about special events like birthdays, work anniversaries, and more. Because Infor CRM includes detailed notes and activities into customers' profiles, employees can serve their clients in a more informed and conversational manner. With a unified database that interacts with the programs already in place, ReCept now can maintain its desired level of customer care.

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Adoption was easy. The more the team saw the ease of use and efficiencies, the more it increased. One of the contributing factors to success was Technology Advisors representatives jumping on calls and working with people through the support desk to train them and show them the simplicity of the tool.”

Linda Stanko, National Director,
Marketing and Inside Sales, ReCept



Maximizing visibility across the organization




Driving efficiency

Transparency between departments is one of the most important benefits ReCept gained from implementing Infor CRM. Departments are now able to easily coordinate with one another, and managers can monitor the progress of projects and the time it takes to complete them. When a client needs assistance, ReCept knows which representative is closest to the area. This new level of visibility also allows managers to view real-time data and detect trends before they become problems. Additionally, metrics from analytics and weekly activity reports disseminated throughout the company help increase everyone's awareness of what is happening with ReCept's customers. As a result, the team has gone from 12 touches per day to nearly 40.

Maximizing customer experience

Sales reps now make more calls, in a more personalized way. Infor CRM offers a complete view of every customer touch point across sales, marketing, customer service, and support teams. Being able to speak with customers with ready access to their detailed demographic information, allows employees to deliver optimal care to their customers. Call histories are recorded and can be referenced by other employees. All departments have gained the ability to send emails faster, use tools to track their work, and use tickets to assign tasks. With dashboard acting as reminders, team members are always aware of what needs to be accomplished and when.

Business outcomes

-  Improved enterprise-wide visibility as result of back-office integration.
-  Reduced the amount of administrative work and reliance on manual processes.
-  Improved service to clients by engaging them in a more informed and personalized manner.



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Technology Advisors
1111 East Touhy Ave
Des Plaines, IL 60018
847-655-3400
www.techadv.com