

SANOFI 

SANOFI SPAIN

MAINTAINING CUSTOMER LOYALTY THANKS TO ISSUE MANAGEMENT AUTOMATION

50%

FASTER ISSUE
PROCESSING TIME

100%

VISIBILITY OVER ENTIRE ISSUE
MANAGEMENT PROCESS

BACKGROUND

Sanofi Spain is a global healthcare leader that implemented Esker's Order Processing solution five years ago. Among all the results achieved, one of the most pleasing has been that customer service teams now process orders faster and more accurately – saving the company both time and money. However, Sanofi's CSRs had always manually processed customer claims with the help of office automation tools. They could see the overall issue volume, know the issue type and how to resolve them, but had no knowledge of which department they were in, how much time was spent to resolve them, or at what point they were held up.

As a result, Sanofi Spain turned to Esker to automate its issue management process as well. Extending the use of Esker from handling orders to managing claims was a natural progression based on Sanofi's satisfaction from its first experience working with Esker. The volume of issues, mainly from logistics, was difficult to manage and track. Sanofi's decision to automate its issue management process was to give visibility to each issue and enable CSRs to log, track and manage all claims in the same interface as their customer orders.

*"We know that **efficiently resolving issues** is a key aspect in **maintaining customer loyalty**. That's why we needed a solution like Esker's, tailored to our organization and requirements."*

Javier Fernández-Linares | Customer Service Manager

SOLUTION

Sanofi Spain implemented Esker's issue management solution to eliminate inefficiencies and added costs associated with processing customer claims manually. Issues are reported primarily by phone or email and are entered, with comments, by CSRs. Each issue is associated with an order or invoice and is assigned a type: product return, invoice dispute, customer master record discrepancies, distribution problems, etc.

Once the type and responsible party (e.g., hospitals, distribution, wholesale key account manager, etc.) have been identified, a department-to-department validation process is initiated based on the cause (e.g., product return, damages, billing, etc.) and resolution type (e.g., financial, carrier claim, etc.), until the issue is closed. All information related to the order, potential issue and delivery are logged and tracked in the same interface and attached to the order. Now, more than 10 departments within Sanofi can access issue-related information, facilitating internal collaboration toward better customer satisfaction.

Key data is collected in reports based on criteria established by the solution administrator, who monitors incident management activity similarly to order management, using Esker dashboards. Easily configurable graphs and metrics provide CSR managers with a global view, enabling them to track issues from start to finish, follow their teams' performance, quickly analyze customer claims, determine the source of potential order processing weaknesses and make day-to-day operations run more smoothly.

With visibility into pending issues, who is dealing with them, how long they have been open, how long they take to process and which are critical, Sanofi has been able to process claims faster, solve issues quicker and improve customer satisfaction.

BENEFITS

After implementing Esker's issue management solution, Sanofi Spain has seen a number of benefits, including:



Improved visibility across the whole issue process and **traceability** of every record in the order-to-cash (O2C) cycle



Reduced issue processing errors



Faster issue processing and resolution



Better analysis and decision-making support, to correct order and issue management inefficiencies in the O2C process



High solution adoption rate and happier CSRs thanks to the user-friendly solution interface

Another advantage is the speed at which information is made available in the event of an audit. When information is requested by other departments within Sanofi Spain, they find it very useful to have everything centralized rather than scattered across email.

"Esker's solution is easy and convenient to use," said Javier Fernández Linares, Customer Service Manager at Sanofi Spain. "It is so convenient to be able to enter comments into each issue and be able to quickly locate it months or years later."



*"Esker enables me to see recurring customer claims within a given time period and in specific stages of the customer experience: product, billing or transport. Thanks to the **increased process visibility**, I can quickly identify critical issues and correct any inefficiencies. This lets me improve processes every day based on **precise metrics**."*

Javier Fernández Linares | Customer Service Manager

ABOUT SANOFI SPAIN

Sanofi Spain is an integrated global healthcare leader that discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health, and the new Genzyme. Sanofi is listed on the Paris (Euronext: SAN) and New York (NYSE: SNY) stock exchanges.

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