

Maximum flexibility in sales force management

Queisser Pharma uses PTV Map&Market/Premium for its complex sales processes

Queisser Pharma's customers range from small pharmacies to major healthcare chains. Therefore, it is a difficult task to effectively coordinate all sales activities. The PTV Map&Market/Premium planning software assists the manufacturer of well known pharmaceutical brands, such as Doppelherz and Protefix, in efficiently managing its 35 strong sales team.

Customer: **Queisser Pharma GmbH & Co. KG**, Flensburg, founded in 1897, well known for its healthcare products (e.g. Doppelherz). Since the late seventies Queisser has been a member of Dethleffsen Beteiligungs AG & CO.

Challenge: Providing a system that supports Queisser's sales force throughout Germany, including efficient customer call planning (pharmacies, healthcare chains, etc.), even within narrow time slots.

Solution: PTV Map&Market/Premium, the professional software program that allows users to efficiently plan sales call routes and customer visits for the field service.

Industry-specific challenges

Axel Kaempfe's office at Queisser's headquarters is the heart of the company's sales organization. About 35 sales representatives visit customers throughout Germany and present Queisser's wide range of healthcare products.

"Our team has to call on pharmacies on a regular basis whereas major healthcare chains have narrow time slots for sales calls limited to a few weeks during the year," says Axel Kaempfe. Just to mention one of the many different challenges the sales team has to cope with in order to plan optimal sales call routes. "Until two years ago, we used another tool for planning sales call routes and customers visits. However, our complex planning process was too complex for this solution. Thanks to PTV software, we can now handle everything faster and more efficiently. Customer contacts have been substantially increased with the same number of sales representatives."

Problem-free installation

Did Queisser encounter any problems when using the new software after its implementation and customer

data storage? "It was extremely easy to install PTV Map&Market/Premium and the program runs absolutely reliably," summarises Axel Kaempfe.

He can now quickly react to short-term changes. For example, just a few mouse clicks in PTV Map&Market/Premium and pharmacies that were recently closed are replaced by newly opened shops. Additionally, the system allows a fairer distribution of sales territories by considering factors such as turnover, time required for customer visits and driving costs. Axel Kaempfe: "This program helps us optimise the workload. It improves employee motivation, and thus increases customer loyalty."



Easy planning, flexible data transfer

Each member of the sales team receives a well-structured itinerary based on the optimal sales call route, the call times and the customer data. Additionally, data that might be required for taking new customer orders during the visit can be transferred to the employee's mobile device. PTV and GML (Gesellschaft für mobile Lösungen) jointly developed this innovative technology. Axel Kaempfe thinks that it is the best solution for Queisser's sales organisation: "I could not have dreamt how much progress we would make in just two years, especially compared to the results we achieved with the systems we used before we implemented PTV Map&Market."

PTV Map&Market/Premium is an unbeatable system - it even handles complex sales management processes of pharmaceutical companies."