

Account Management Excellence

Janssen is a leading global research-based pharmaceutical company that employs more than 320 employees in Australia and New Zealand who are committed to delivering value to patients and their families. The company focuses on the most devastating diseases and solving some of the most complex medical challenges of our time. The disease areas are: Immunology, Infectious Diseases & Vaccines, Oncology and Neuroscience.



The most attractive employer at
the Randstad Awards ahead
of almost 200 private companies



The Challenge

In order to serve its customers and patients in the best way, the Client employs over **100 dedicated and skilled account managers and medical representatives**. They use Veeva®, a Salesforce® platform based CRM for Pharmaceutical companies, to execute daily sales and account management activities.

With a focus on Patients and understanding the healthcare ecosystem, the Client developed the **Account Management Excellence Competency program** aimed at enabling dialogue and continuous development within the organization, but its implementation appeared challenging.

The company needed a **mobile-friendly technology solution** that would enable account managers, medical representatives and staff supervisors to understand staff competencies and together manage their development.



The Solution

After researching and analyzing various internal and external solutions, **the Client decided to use Skilo**. The main reasons for selecting Skilo were that it is **built on the Salesforce® platform** with robust integration capabilities into the Salesforce® solution, **mobile readiness and out-of-the-box competency development, screens and workflows**.

With Skilo, the Client was able to seamlessly connect to Veeva® and provide an enhanced mobile user experience

for the **Account Excellence process**. Because Skilo comes with **pre-configured leading processes**, the project was **successfully deployed to all users in a matter of weeks**.

After deployment, account managers, medical representatives, and their supervisors were able to **better manage staff competencies and have constructive open communications around career development activities**.

The Benefits

After implementing Skilo's **Account Excellence solution**, the Client has experienced an increase in customer service level and satisfaction, defined identification of key capabilities for the organization, enhanced management of the medical representatives' competencies, and support for career planning and development. **User feedback regarding Skilo has been very positive and the project has been deemed a great success.**



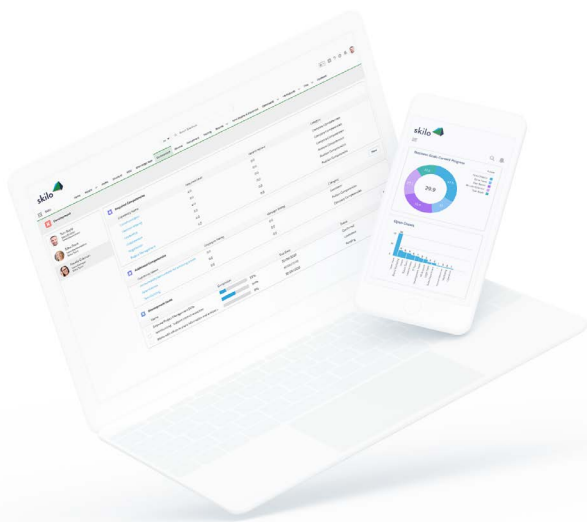
An easy-to-use solution that is also easy to maintain that engages the staff in **continuous competency development, dialogue and career planning activities.**



Improved account management that resulted in streamlining business processes and **building stronger relationships with their customers.**



Increased customer satisfaction as a result of the account management excellence program and most importantly, **better service for their patients.**



"We implemented Skilo on our Veeva® /SFDC platform to develop our field team competencies. The tool allows the team to plan and manage their competencies with their supervisors. The team modified Skilo application to work in our Veeva® platform to leverage the field rosters and alignments. The tool works on the iPad."

— Randal McDaniels, IT Director



250
Reviews completed online



200+
Development Goals assigned



95%
Less time spent on managing User Accounts