

Hoox Suite, our brand new Cloud-Based CRM & CLM Solution for Pharma

Hoox is a mobile application dedicated to the sales and distribution staff of the Life Science industry (Human Health and Animal Health) for the management in real-time of medical-scientific information and of customer relations.

It allows you to plan and coordinate accounting and information resources towards the market, through all channels.



UNIFIED CUSTOMER DATABASE

Omnichannel customer profile (Account and contact management)



AGENDA

Calendar, activity and visits management



FIELD FORCE MANAGEMENT

Access to complete customer database, Visits scheduling, Route planner, Capabilities to view geographic locations (maps, GPS or GSM)



DATA-DRIVEN DECISIONS AND ACTIONABLE INSIGHTS

Dashboard, BI



DRUGS SCIENTIFIC INFORMATION ACTIVITY

Sample management (the scientific informant can place the order directly from the pharmacy, in compliance with current Legislative Decree 219/06)



CLOSED LOOP MARKETING TOOLS

Acquire marketing data to provide more relevant communications to healthcare professionals and other stakeholders



DIGITAL TRANSFORMATION AND MULTICHANNEL APPROACH

Email tracking, IRIS – Digital Assistant (AI), Meeting share and Digital conference

Benefits



Customer Focus

Building a lasting relationship with the customer by improving the multi-channel experience



New Approach

Rethinking the role of the scientific informant



Information Accessibility

Knowledge is enabling: in the integrated and multi-channel strategy, the scientific informant becomes the link between the doctor and digital tools



Customization

To guarantee the customer an advanced response to his expectations



Slim Infrastructure

No additional infrastructure costs or adjustments to your environment



Content Visualization

With the help of AR, you can see how drugs work in 3D

Quantitative Advantages



Efficiency
Work day optimization



% coverage failure

Qualitative Advantages



Customer Data Collection
Performance Analysis
Information Flow
Guided Information

The World WE LIVE IN

- Augmented City
- Smart Transportation
- Smart Energy & Utilities
- Digital Media & Communication

The World that LOOKS AFTER US

- Smart Government
- E-Health
- Digital Defense, Aerospace & Homeland Security

The World WE WORK IN

- Digital Industry
- Digital Finance
- Digital Retail & Fashion
- Smart Agriculture