

## Complaint Management Solution

Life Sciences organizations with an effective complaint management mechanism hold a stronger market position than their competition. Managing complaints effectively is critical not only for the growth of the product revenue but also sustainability of the product in the market. Complaint management is at the heart of Pharmaceuticals and Medical Devices industry operations – it can save the business from undesirable costs and efforts while ensuring drug safety and viability of the brand.

*Timely resolution of queries through a secure platform is important to:*

maintain customer satisfaction

meet regulatory requirements

minimize the impact of returns and chargebacks on cash flow and profit



Customer Service teams must be able to log and track a wide variety of customer related queries such as core product complaints, logistics issues, credit claims, and rebates globally. An optimized and systematic approach for recording complaints is thus essential for business owners and managers to provide prompt answers to important questions of the daily business requirements and, thereby, enhance the quality management process.

## Business Challenges

Significant business challenges that are a hindrance to effective complaint management are as follows:

Regulatory requirements



Lack of collaboration among various groups /departments



Lack of case transparency, audit trails and reporting



Inconsistent information and in effective complaint tracking



Error prone unorganized communication

Resulting **Business Impact** for the above challenges:

**Data duplication** - Single complaint entered multiple times in different local systems for processing



**High lead** time for complaint resolution resulting into high customer dissatisfaction



Lack of harmonized systems resulting into **high maintenance** and investigation cost



**Time consuming** and ineffective regulatory reporting and trend analysis

## Infosys Solution



Infosys has developed a comprehensive solution to address the challenges faced in complaint management processes. This solution is built on SAP based on our expertise in the domain of regulatory compliance.

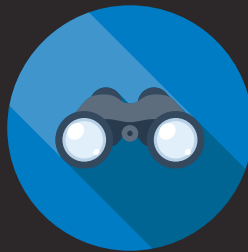
This solution is built on SAP and integrated with HANA which helps customer support service function to handle customer complaints/issues/queries efficiently. This solution has been built based on the deep business process knowledge acquired during multiple transformation engagements in the life sciences domain acquired over years of supporting global pharmaceutical clients.

Integration with HANA increases the ability to use information in order to identify and mitigate risk. Using HANA predictive analysis method, action can be taken quickly with perceived effectiveness. Integration with HANA also provides unique feature to monitor and analyze customer sentiments. This gives better sense of online reputations and helps to react quickly to changing trends.

Using integration with QIM, it is possible to create complaints in complaint management solution and CAPA (corrective and preventive actions) in QIM.

## Value Proposition

The Complaint Management Solution provides a single, uniform, and secure platform to manage complaints/ /queries from initiation to closure. The solution enhances the value of the business processes by integrating business functions with the central complaint management platform.



## Salient Features

- Web based application integrated with SAP
- Multilingual capability
- Workflow based approval system – approval triggers from e-mail
- Collaboration workbench – for better usability and user experience
- Monitoring and reminder capabilities
- Capability of handling multiple complaints/queries/ issues simultaneously
- Report – sentiment analysis/trend analysis/monitoring/ closure report, etc.
- Scalable and adaptive to new capabilities - digital signature and bar code support



## Business Benefits

- Complaint resolution time reduced from an average of 17 days to less than 5 days.
- Improved operational efficiency over 60%.
- Reduced exposure to adverse credit claims and cash flow impact
- Quicker and simple approval process, hence, lower cost of investigation and compliance to regulatory requirements.
- Insights through complaints analytics for product improvement

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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