PRODUCT COMPLAINTS MANAGEMENT
INFOSYS HANDBOOK FOR LIFE SCIENCES

Infosys
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Introduction

Product complaint management is critical to the overall market position and brand perception of pharmaceutical companies. An effective complaint management system allows companies to respond faster to issues raised by internal and external stakeholders. It also reduces potential losses and undesirable costs arising out of undetected problems and helps retain customers. An optimized and systematic approach to complaint management allows business owners and managers to enhance their quality management process.

Challenges in Complaint Management

Most complaint management systems face the following business and functional challenges.

• Compliance with regulatory requirements
• Collaboration across groups
• Lack of case transparency, audit trail, and reporting;
• Lack of adequate complaint procedures for adverse drug experiences;
• Inadequate integration with CAPA systems
There are several approaches to complaint management, the client can choose from - Customer Relationship Management (CRM) solution, SAP Quality Management (SAP QM) and SAP Quality Issue Management (QIM) module and the Infosys Complaint Management solution.

The CRM solution is suitable for organizations that run business planning, marketing strategy, marketing mix, and consumer campaign functions on various CRM sub-modules. The users of this solution would be familiar with the CRM platform which reduces the effort and money spent on training. Also, since CRM focuses more on customer relations, it adds value to an organization that invests heavily in activities like product campaigning, developing marketing mix, etc.

The SAP QM and QIM solution addresses quality issues such as Quality Notifications, CAPA, FMEA, and audit concerns. This solution is ideal for organizations that are more quality centric than consumer complaint focused, and are willing to invest considerably in implementation and training for this solution. The training efforts are especially high and producing content in different output formats requires customization. This solution can be implemented with SAP QM.

The Infosys Complaint Management solution is suitable for any organization that faces issues with regards to customer dissatisfaction over complaints handling and resolution and unsystematic complaint management, leading to increased resolution time. Any organization that employs the SAP QM and faces a lot of product quality complaints, and where rebates, returns, and recalls apply, can easily opt for this solution.

It comes with flexible reporting capabilities - output from this application can be generated in PDF file format and can be sent via email.

The Infosys Complaint Management solution can easily be implemented with SAP QM, reducing the cost and effort of implementation and training. It is also equipped with dashboard functionalities that enable users to get tabular data in statistical form by various complaint parameters such as type, product numbers, country, etc. The user can view the complaints lifecycle and perform comprehensive reporting as well as individual complaint status tracking. This solution is also capable of analyzing the trends and common sources of complaints to ensure preventive actions.
Key Challenges Faced
1. Data Duplication – Single Complaint Entered Multiple Times in Different Local Systems

In the absence of an integrated approval process and duplicate detection function in its complaint management system, several consumers lodged complaints for the same product with both the customer service helpdesk and the warehouse personnel - the client was often burdened with addressing the same complaint twice.

Shown below was the AS-IS process before implementing the solution:

After implementing the Infosys Complaint Management Solution:

Success Story-
Complaint management for one of the world’s top 5 bio-pharmaceutical companies
2) Transcription Error– Errors in Entering Data

Transcription errors are commonly mistaken for data entry into complaint management system. The complaint management system used client by the client had many data fields to be manually entered. As a result, the client faced efficiency and timeliness issues - for instance, a value of USD 1,700, wrongly input in the system as USD 17,000, would lead to a fruitless investigation that would eventually point towards a human error, wasting a lot of time in the process.

After implementing the Infosys Complaint Management solution, inefficiency due to human error was eliminated as the system extracts all data directly from the ERP system (customer details, invoices, price, product numbers, etc.). The incidents of incorrect claims occurred due to human error were reduced by 85%.

3) High Lead Time for Complaint Resolution Resulting in High Customer Dissatisfaction

The client was using a Third party application which was not linked with any of the ERP systems of its organization. While logging the complaint, all data (customer number, product number, etc.) was filled manually into the complaint management application. The complaint tracking, closing and approval process were manual with no control over subsequent document creation in ERP system. As a result, the time taken for complaint creation, processing and closing was really high, especially in absence of the availability of automated control, escalations, and ease of navigation.

Shown here is the AS-IS process before implementing the solution:
After implementing the Infosys Complaint Management Solution:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Complaint Closed in</th>
<th>Percentage of total complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than 5 days</td>
<td>56%</td>
</tr>
<tr>
<td>2</td>
<td>6-10 days</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>11-20 days</td>
<td>12%</td>
</tr>
<tr>
<td>4</td>
<td>More than 20 days</td>
<td>14%</td>
</tr>
</tbody>
</table>

Before implementing the Infosys solution, it took an average of 17-20 days to resolve the complaint. Following are the results achieved for the number of days required to close complaints post implementing the Infosys Solution:

Also implementing this solution directly resulted in over 60% improvement in operational efficiency and approximately 25% reduction in the time taken to assess the complaint and provide a response.
4) Lack of Harmonized Systems Resulting in High Cost of Maintenance

Multiple SAP and non-SAP applications were involved in the customer landscape. Connecting SAP ERP with a non-SAP, Third party application was an issue which resulted in data synchronization problems. Independent systems for different functions resulted in high maintenance costs.

5) Time Consuming and Ineffective Regulatory Reporting and Trend Analysis

The Third party application was not linked to any ERP system and failed at reporting. Complaints and subsequent documents in the ERP system were created without any approvals as all the processes were manual. No custom reports were available which resulted in poor data accuracy and high investigation costs. Infosys Solution offers Digital Signature based approvals and reporting for complaint management.

Shown below are some of the current report types used:
6) Complaint Management KPI Dashboard - Integration with SAP-HANA

HANA dashboards enable users to analyze sentiments, tabular data in statistical form for various complaint parameters such as type, product numbers, and country etc. The user can view the individual complaint lifecycle and perform comprehensive reporting. This solution is also capable of analyzing the sentiment trends and pulls most positive and negative sentiments by volume.

Using HANA Dashboard it is possible to break down the sentiments by volume and by timeline. This gives a better overview of online reputation and helps to react quickly to changing trends.

7) Integration with other systems-
Integration with QIM

Complaint Management solution supports integrated scenarios. Complaints can be triggered from other applications or also possible to link with process connected with applications like QIM. Follow up actions can be initiated in connected system.

SAP Quality Issue Management is modern and flexible tool to manage issues and activities of all kinds. It helps in tracking, analysis and monitoring of complaints/issues and related activities.

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

Complaint Management Solution integration with QIM provides the following benefits:

- Merge Complaint Management solution with QIM
- Functionality to trigger follow up actions in QIM
- Dashboard functionality for issue and activities analysis in QIM
- Reports to analyze trends a minimize errors.
Architectural View of the Solution

The Infosys solution interlinks with various modules of SAP like SAP QM, SD, PP, BW, Finance and Warranty Management. Shown below is the architectural view of the Infosys Complaint Management Solution.
### Different Types of Complaints Managed

<table>
<thead>
<tr>
<th>Customer / Consumer</th>
<th>Distribution Channel errors</th>
<th>Sales/ Rebates</th>
<th>System errors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incorrect order quantity</td>
<td>Over picked</td>
<td>Retro price rebate</td>
<td>Interface issue</td>
</tr>
<tr>
<td>Incorrect ship to</td>
<td>Under picked</td>
<td>Annual Rebate</td>
<td>System errors</td>
</tr>
<tr>
<td>Duplicate order</td>
<td>Deliver to incorrect customer</td>
<td>Hospital Rebate</td>
<td></td>
</tr>
<tr>
<td>Incorrect request date</td>
<td>Damage</td>
<td>Periodic Rebate</td>
<td></td>
</tr>
<tr>
<td>Incorrect price</td>
<td>Late delivery</td>
<td>Rep Pricing</td>
<td></td>
</tr>
<tr>
<td>Error – order cancelled</td>
<td>Order not received</td>
<td>Sale or Return agreement</td>
<td></td>
</tr>
<tr>
<td>Short dated stock</td>
<td>Non compliance</td>
<td>Bonus</td>
<td></td>
</tr>
<tr>
<td>Refused quantity</td>
<td>Other Distribution channel complaints</td>
<td>Other Sales related complaints</td>
<td></td>
</tr>
<tr>
<td>Incorrect product</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A complaint goes through three stages in the Infosys Complaint Management Solution:

1. **Complaint Registration**: The complaint is captured here after all the mandatory consumer details are captured. A team is assigned to service the complaint and a unique query number is generated.

2. **Complaint Processing**: Complaint passes through approval process and if found valid, then subsequent documents are generated.

3. **Complaint Closure**: Complaint gets closed automatically on settlement of claims and various reports can be generated out of it.
The Infosys Complaint Management Solution also addressed the following challenges:

1) Creating Returns with Batch Split Items
In this solution, documents can be created without adding batch numbers manually when those are created where corresponding delivery line items have batch splits.

2) Creating Multiple Levels for Query Approval
The Infosys solution provides the facility to add a predefined set of approvers according to the level of the query that is sent for approval. Subsequent processing of such a query is possible only after the approval cycle is complete. A soft table is customized to define, validate, and control a set of approvers along with the approval level and various options, such as ‘accept’, ‘reject’, ‘not available’, and ‘not for me’.

3) Raising Single Query Using Multiple Types of Sales Documents
Multiple types of sales documents can be added against each query line item to process different SD Return scenarios using single query, via Quota tool.

4) Query Number in SD Document Flow
The Infosys solution allows direct access to Display Query screen from Return Document screen by selecting Display Document.

5) Sending Multiple Queries as an Attachment to a Group of Recipients
Multiple queries can be selected from a report and can be sent to multiple recipients at the same time, in a mail that has ‘query number’ as the subject line.

6) Automatic Determination of ‘Order reason’ Codes to return Documents from Quota
A feature for mapping reason code with SD reason codes is present in the solution, which will cause the order reason in the return documents to get automatically populated.

7) Pending Accruals Report
This report enables the user to see the subsequent documents that are in created/pending against each query/query line item. Original (reference) document line item values (pricing) can also be compared with subsequent line item values.
Following are some special features that set the Infosys solution apart from other standard complaint management solutions:

1. **Ability to Provide Attachments:** External attachments in various document formats or pictures can be uploaded directly to address the query.

2. **Severity Based Processing of Complaints:** The complaints with the highest severity get processed on priority, with the SLAs getting calculated accordingly.

3. **Indicators for Avoiding Duplicate Complaints to be Raised:** Checks in the invoice number and the customer reference number in the database and if both match, the indicator becomes red and a query cannot be raised; yellow provides a warning if either one between the invoice number and the customer reference number is repeated; and green if none of them are repeated.

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**Features of Infosys Complaint Management Solution**

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**Create Query**

**QUERY FORM**

**Customer Details**

**Logistic Information**

**Query Detail Information**

**Approver Details**

**Administrative Data**

**Query Status Log**

**Trade Rebates**

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**Monitoring**

- **Query**
- **Delivery**
- **Invoice**
- **Delivery Line**
- **Billing Doc**
- **Material**

**General**

- **Item Reopen Log**
- **Material Desc**

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**Total Value** 20,204,90
4. Provision to Include Long Text in the Query Form

The goods were damaged in transit. Request a return of goods and refund to customer.

5. Multi-user Approval Strategy and Triggering of SLA Based on Severity

<table>
<thead>
<tr>
<th>Approver ID</th>
<th>Approver Name</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>INF184609</td>
<td>Ashah</td>
<td>20,284.00</td>
</tr>
<tr>
<td>INF177994</td>
<td>Vinod</td>
<td></td>
</tr>
</tbody>
</table>

6. Digital Signature Based Approval Functionality

[Image of digital signature interface]
8. **Cockpit transaction for Query Processing:** This solution has the capability of handling or processing multiple complaints in a single click. Subsequent Returns Order can be created from SD cockpit. It also links to SAP ECC.

![Cockpit For Query Handling](image)

9. **Automatic Closure of Complaints:** When all the subsequent documents (returns order, returns delivery, credit for returns, etc.) are created for all the line items in the SAP system, the Query gets closed automatically.

![Display Query](image)

**Why Infosys?**

The Infosys solution can be implemented in environment that already runs SAP and there is no need for incurring any extra license cost. The solution can be deployed in three months. The key benefits of Infosys complaint management are quick complaint capture, decreased incidents of adverse credit claims, reduced response time to consumers, and lower IT maintenance cost.

We implemented the solution for one of our clients, a leader in over the counter pharmaceuticals with annual revenues of over 7 billion USD and observed the following benefits:

- Complaint resolution time reduced from an average of 17 days to less than 5 days.
- Improved operational efficiency over 60%
- Quicker & simple approval process hence lower cost of investigation and Compliance to regulatory requirements
- Insights through complaints analytics for product improvement

From a technical standpoint,

- A single complaint can be logged using different billing documents belonging to the same consumer, such as system fetched product data, billing data, consumer data, etc.
- Complaints duplication for the same consumer is eliminated
- The number of approvers and SLA is fetched automatically
- Approvals notification
- Quick turnaround time for high priority complaints
- Deadline monitoring and escalation is automated using SAP
- Automatic closure functionality.
- Reports analysis and trends reporting