



# Customer Journey: a 360° view of past and future interactions

ysura CRM comes alive with activities or touch points with health care professionals. A pharmaceutical company easily reaches a million such activities a year, whether face-to-face visits, emails, telephone calls, portal visits, events or more.

The classic activity is the visit. A road warrior might have ten or more visits daily with health care professionals. Protocolling these visits is a breeze. ysura can guess where the sales rep has been and make an **educated guess** as to what topics were discussed. So completing a visit report may only take a seconds. With this feature alone, a sales rep can gain an **entire week in time savings** every year.

With ysura you can not only view your past activities but schedule activities for the future. An integrated marketing automation software can **recommend specific tasks** to carry out. You can view the integrated view of past and future activities in ysura's **360° guest journey**.

## HIGHLIGHTS

- High-speed protocolling of visits
- Maps integration for easy route planning
- CTI integration for quick phoning
- Automatic activities for mailings, eCards, conference visits, sample drops and other touch points
- View activities by health care professional, by organization, by topic or by type by sales rep
- Track and control costs of activities
- Maintain compliancy rules
- Marketing automation integration



*“We are evolving into a multi-channel organization and ysura’s customer journey helps us meet our goals.”*

Product Line Manager, pharmaceutical company



ysura is a multi-channel CRM and enables your sales reps to manage all channels from a single view, including phoning, emailing, scheduling webinars, event invitations and sample drops.

ysura enables organisations to propose an ideal split of activities per customer type. For example, a scientific leader should be visited 6 times and should receive 4 emails, 2 conference invitations and one webinar per year. Bonuses and performance reviews for your sales reps can be designed around progress towards activity goals.

Using ysura’s integrated personalized email feature, your sales reps can also send professionally-formatted emails and ecards to your contacts. Rest assured that the text blocks are **up-to-date and approved** by legal and marketing yet still allow personal comments where permitted.

ysura designs and develops innovative solutions to mobilize, optimize, and modernize pharmaceutical sales and marketing. Thousands of pharmaceutical sales and marketing professionals rely on ysura daily.