

Presented by: Dr.Richa Singh

STUDY ON IMPROVING PHARMACEUTICAL SALES THROUGH CUSTOMER RELATIONSHIP MANAGEMENT (CRM) INTEGRATION AT MEDNUCLEUS

By –:
Dr. Richa Singh
MBA 2nd Year
Roll No.- 1794
MBA- Hospital Management (2023-2025)
Internal mentor- Dr. Varsha Tanu
External Mentor- Dr. Sridher Sundaram

ABOUT THE ORGANISATION

MedNucleus Medical Services, established in 2022, is a forward-thinking pharmaceutical distribution company committed to enhancing healthcare access and quality across India. The company operates in Karnataka, Tamil Nadu, and Andhra Pradesh, with a mission to deliver trusted, timely, and technology-enabled pharmaceutical solutions.



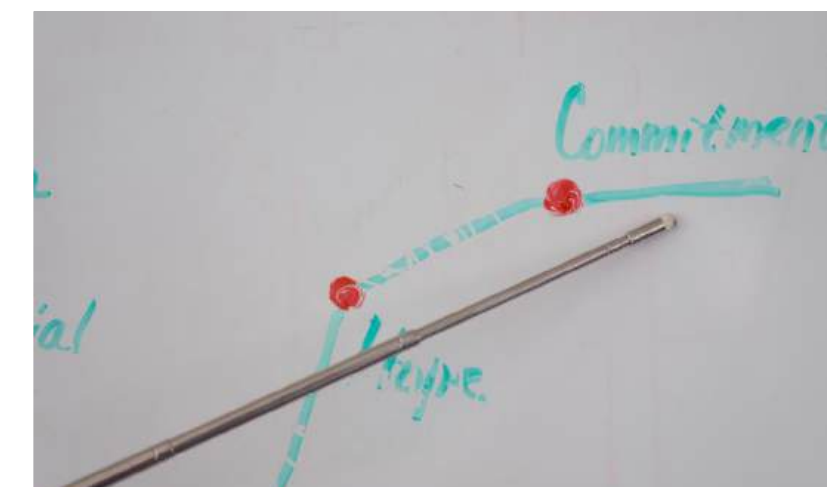
Trusted Medicine Sourcing
Ensures quality through multi-level screening from WHO-GMP certified manufacturers, including lab testing reports for every batch of medicine.



Expiry Management & Flexible Credit Options
Offers a 3-month free short expiry replacement policy and customized credit solutions for valued customers



Efficient Distribution Network
Timely delivery with Same Day to 2-Day Delivery Policy, even to remote areas, streamlining medicine supply to hospitals, clinics, and pharmacies.



Commitment to Healthcare Community
Conducts training and mentorship programs to upskill healthcare professionals and promote best practices in pharmaceutical services.

MISSION

To revolutionize healthcare delivery in India by integrating pharmaceutical distribution with innovative technology and reliable service, ensuring quality, accessibility, and trust.

Key Engagement Stakeholder

- Independent Pharmacies & Medical Shops.
- Standalone Clinics & Small Nursing Homes
- Multi-specialty Hospitals

VISION

To provide high-quality, accessible, and affordable pharmaceuticals through reliable logistics, digital systems, and client-centric service.





RESEARCH QUESTION

1. How does the implementation of an integrated CRM system affect sales performance and operational efficiency at MedNucleus?
2. How do multichannel communication tools (WhatsApp, email) used alongside CRM platforms influence physician engagement and customer relationship management.

AIM OF THE STUDY

To develop a structured, CRM-integrated pharmaceutical sales strategy that enhances customer engagement, optimizes lead conversion, and streamlines operations at MedNucleus.

OBJECTIVES

- To implement CRM tools (Zoho, HubSpot) to enhance pharmaceutical sales and lead management.
- To analyze the impact of automated follow-ups and multichannel communication (WhatsApp, email, calls) on customer engagement.
- To evaluate sales performance and client responsiveness before and after CRM integration.

NEED OF THE RESEARCH

The Indian pharmaceutical distribution sector faces inefficiencies due to unstructured outreach and poor follow-up. Startups like MedNucleus require scalable, tech-driven strategies to remain competitive. CRM integration can streamline operations, boost lead conversions, and build stronger client relationships.

LITERATURE REVIEW

Author & Year	Title	Objective	Methodology	Result
Bansal & Gupta (2015)	CRM in Pharma	To analyze the strategic role of CRM in pharma	Conceptual research using secondary data	CRM builds physician loyalty and enables better coordination between field and marketing teams
IJCS Journal (2019)	Study of CRM in Pharma	To evaluate CRM's effect on marketing and service	Questionnaires to sales reps & doctors	CRM tools improve engagement via reminders, follow-ups, and feedback systems
Delhi Business Review	CRM Practices in Indian Pharma	To assess CRM maturity impact on outcomes	Cross-sectional surveys	High CRM adopters saw better sales performance and segmentation
Nashwan Hassan (2017)	Impact of CRM on Performance	To examine CRM's effect on operations	Quantitative analysis using 146 respondents	CRM enhances customer satisfaction, indirectly boosting organizational performance
Theseus.fi (2019)	CRM Implementation in Pharma	To document CRM adoption in a firm	Case study with interviews & analytics	CRM improved conversion rates, but faced integration and data entry challenges
KBPIMSR	Ways to Establish CRM	To suggest CRM strategies for pharma	Expert opinion and best practices	WhatsApp, email, and feedback integration enhanced communication and retention

PROCEDURE FOR DATA COLLECTION

CRM Platform Analysis (Zoho & HubSpot):

- Extracted lead data, follow-up schedules, and client communication logs.
- Used CRM dashboards to track status of leads (contacted, engaged, converted).

Sales Report Review

- Compared pre-CRM and post-CRM monthly sales and lead conversion metrics.
- Analyzed order volume, repeat purchases, and invoice follow-ups.

Communication Log Evaluation

- Exported WhatsApp and email correspondence to study frequency and responsiveness.
- Used this data to determine the most effective communication channels.

Surveys and Interviews

- Conducted informal phone-based feedback from pharmacists and doctors.
- Gathered insights on preferred communication methods, service satisfaction, and reorder behavior.

Observation and Participation

- Observed weekly team reviews to understand CRM usage in daily sales strategy.
- Participated in customer outreach activities to witness real-time CRM follow-up practices.

Google Forms & Feedback Tools

- Used Google Forms (limited uptake) to collect structured feedback from hospitals and pharmacies.
- Tracked post-delivery issues (e.g., batch errors, expiry concerns) to close feedback loops.



METHODOLOGY



Sample

- Healthcare providers (private practitioners and clinic owners)
- Pharmacists and pharmacy managers
- Sales, marketing, and support staff of MedNucleus involved in CRM outreach

Sampling Technique

Purposive Sampling: Only those actively engaged in CRM activities and willing to participate were selected.

Sample Size

Estimated 100 to 150 participants (pharmacies, hospitals, and internal staff)

Sampling Criteria

Inclusion Criteria:

Participants directly involved in CRM-related activities (sales, customer interaction, follow-ups)
Willing respondents with access to MedNucleus communications

Exclusion Criteria:

Government-only institutions, temporary staff, or non-CRM participants

Individuals unwilling to participate or unable to provide valid inputs

DEVELOPMENT OF TOOL

To conduct this research and evaluate the effectiveness of CRM integration at MedNucleus, several data collection tools were systematically developed and implemented. These tools were designed to support both quantitative and qualitative analysis of sales performance, customer engagement, and CRM system functionality.

1. CRM Dashboards (Zoho & HubSpot):

- Customized dashboards were created to track leads, monitor follow-ups, and log client interactions.
- Features like lead scoring, tagging, and auto-reminders were configured to automate engagement processes.

2. Excel Tracking Sheets:

- Used to record sales data, customer communication logs, and outreach schedules before CRM implementation.
- Helped in pre-CRM baseline assessment and comparison of lead conversion outcomes.

3. WhatsApp & Email Logs:

- Interaction histories were exported and coded to track response times, follow-up patterns, and engagement quality.
- Enabled a channel-wise analysis of customer communication preferences.

4. Google Forms (Limited Use):

- Structured forms were developed to collect feedback from hospitals and pharmacies on service experience and delivery issues.
- Though usage was limited, responses helped identify recurring service gaps (e.g., invoice corrections, expiry replacements).

5. Interview Checklists & Observational Notes:

- Semi-structured interview scripts were used during informal phone interactions with clients.
- Notes from weekly CRM review meetings were maintained to record team performance, pain points, and success stories.





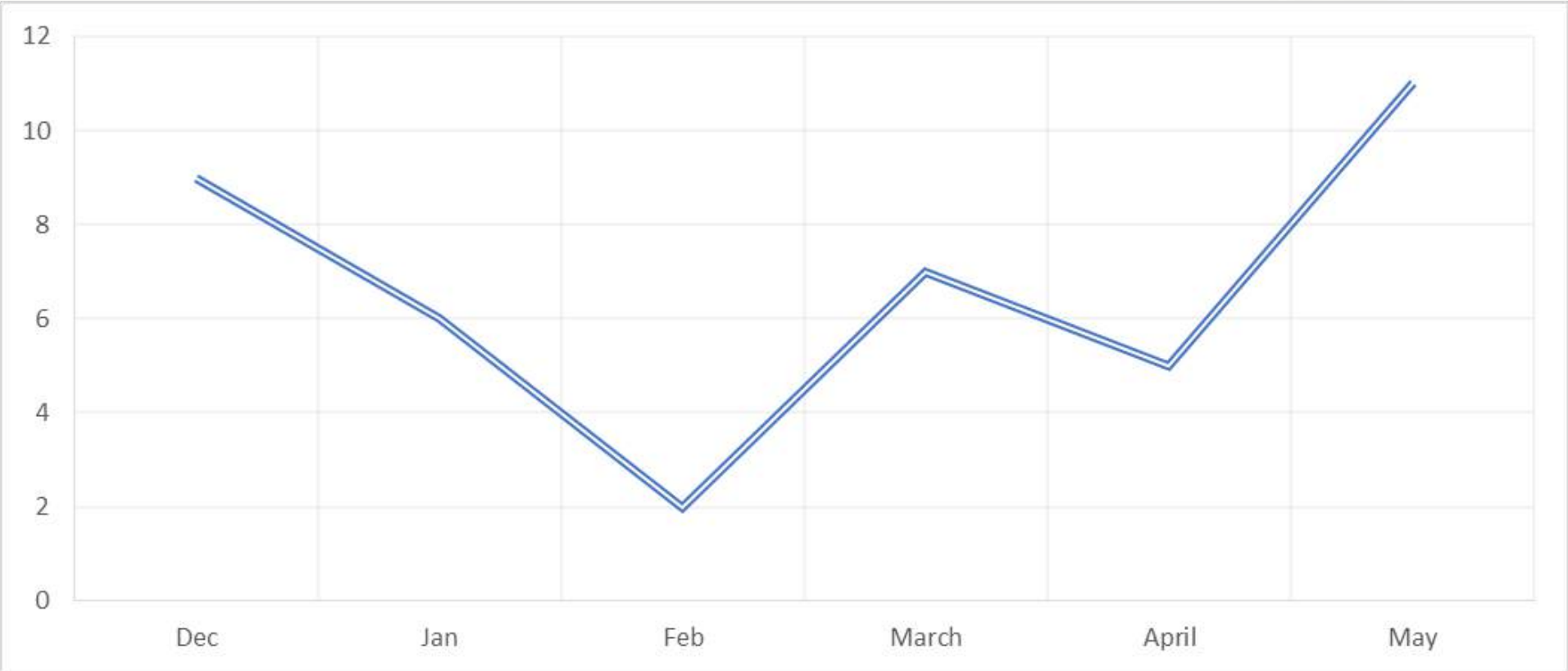
ETHICAL CONSIDERATIONS

- Informed Consent was obtained from all participants involved in the research study. Only those who voluntarily agreed to participate in surveys or interviews were included.
- The study ensured confidentiality of all data, with information anonymized and securely stored. No sensitive personal or business data was disclosed.
- All data collected was used exclusively for academic purposes and accessed only by authorized personnel involved in the research.
- The study was conducted in compliance with applicable data protection and privacy laws, and aligned with ethical research standards laid out by IIHMR University.

RESULTS

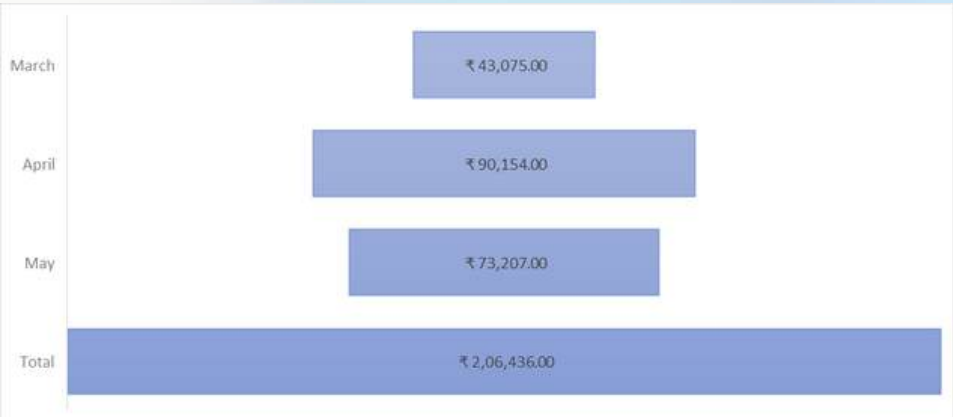
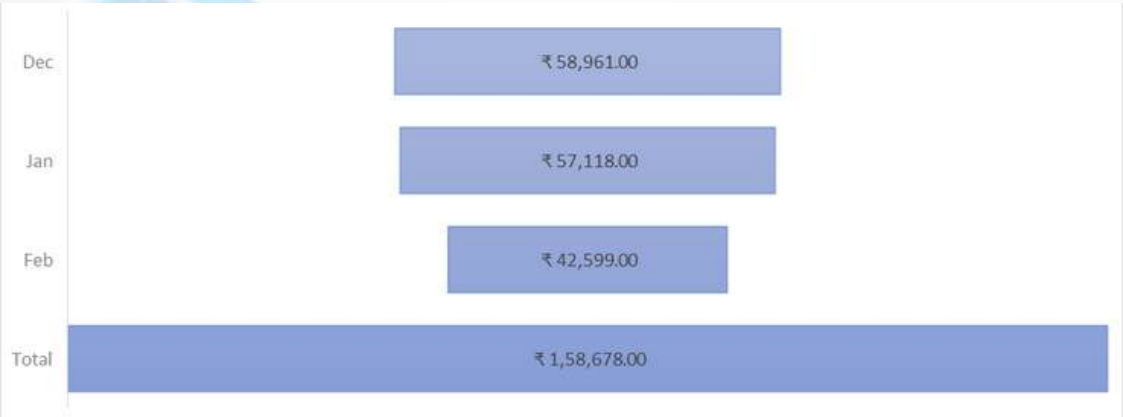
Sales Performance: Pre-CRM vs Post-CRM

- Pre-CRM Sales (Dec–Feb 2025): ₹1.58 Lakhs
- Post-CRM Sales (Mar–May 2025): ₹2.06 Lakhs
- 30% increase in sales after CRM integration



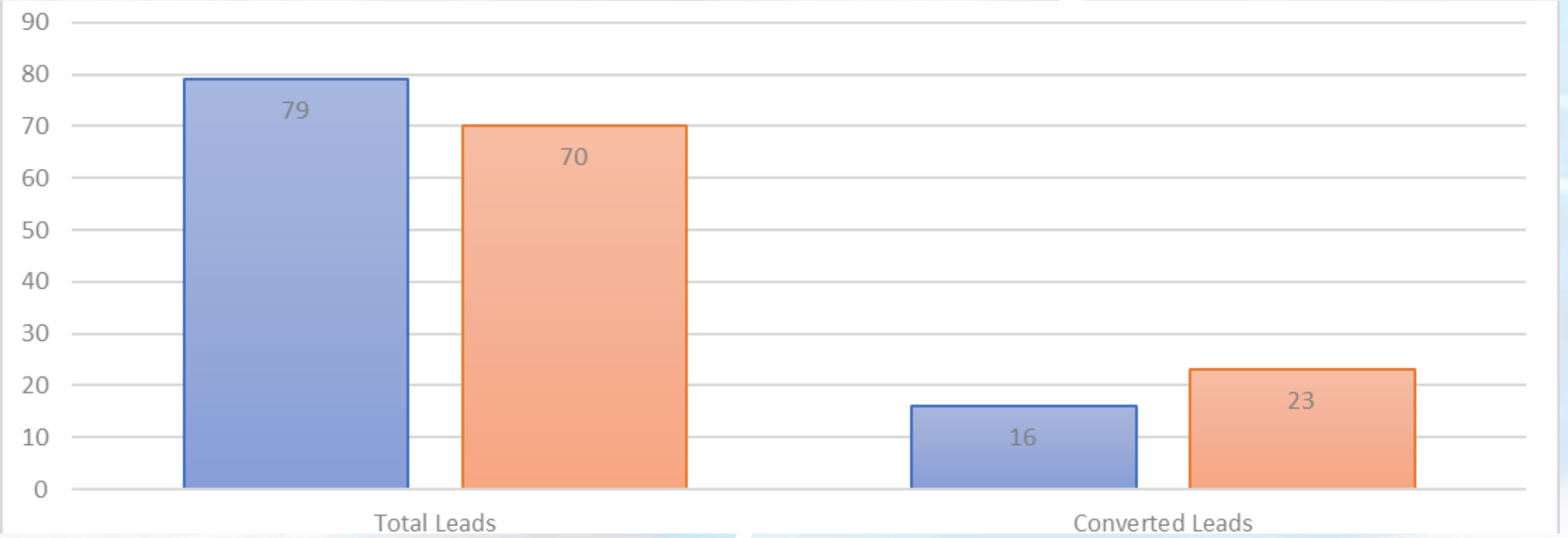
Monthly Conversion Trend

- CRM tools improved lead tracking and auto-follow-ups
- Highest sales recorded in April after CRM automation matured
- Improved consistency in communication helped revive dormant leads



Lead Conversion Rate

- Pre-CRM: 16 out of 79 leads (20.3%)
- Post-CRM: 23 out of 70 leads (32.9%)
- 12.6% absolute increase in conversion rate
- 62% relative increase in conversion efficiency



Communication Channel Effectiveness

- WhatsApp: 32% response rate (most scalable)
- Calls: 38% response rate (most personal & immediate)
- Emails: 30% (limited but formal channel)
- Calls + WhatsApp yielded highest engagement with pharmacies

CRM Utilization

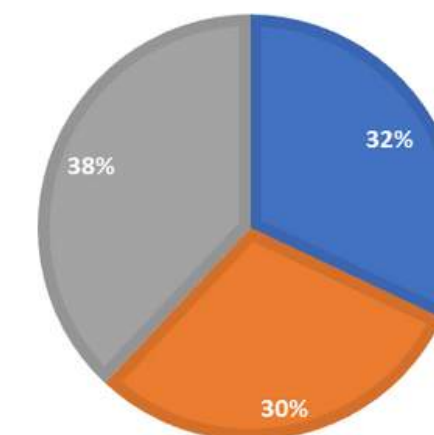
- Lead Logging: Zoho (84 leads) > HubSpot (12 leads)
- Follow-ups: 87% were automated, 13% manual
- Automation ensured timely engagement (Day 4 & Day 30 follow-ups)

Feedback & Post-Sales Action

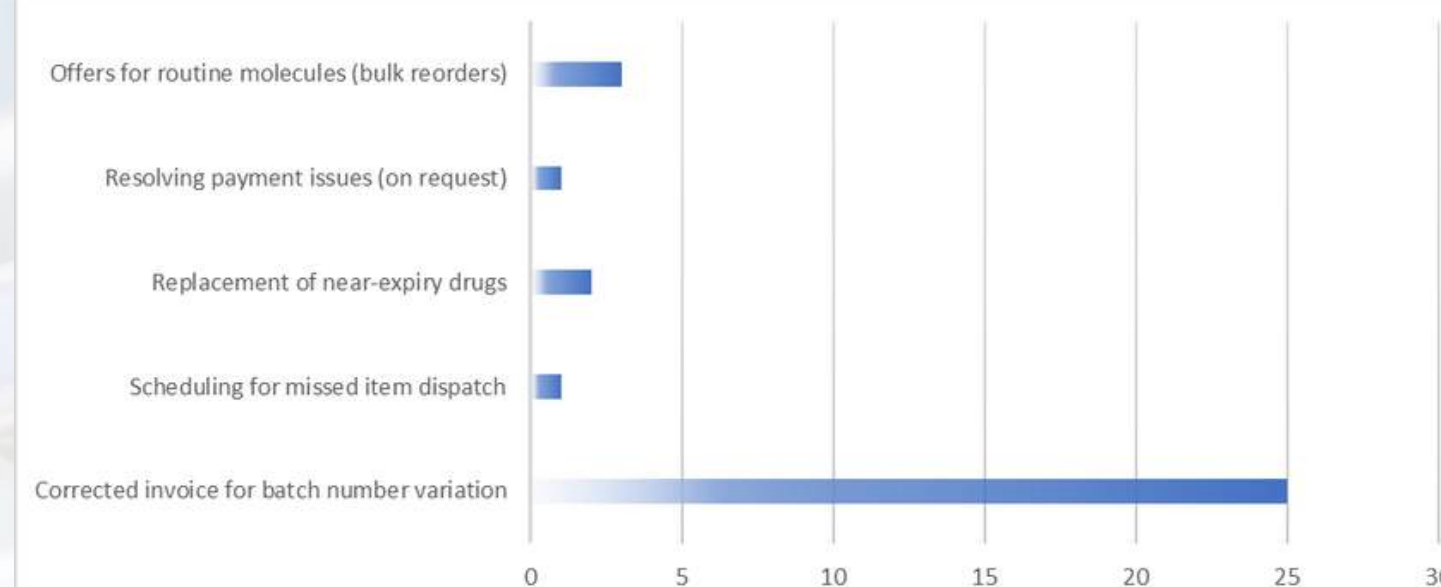
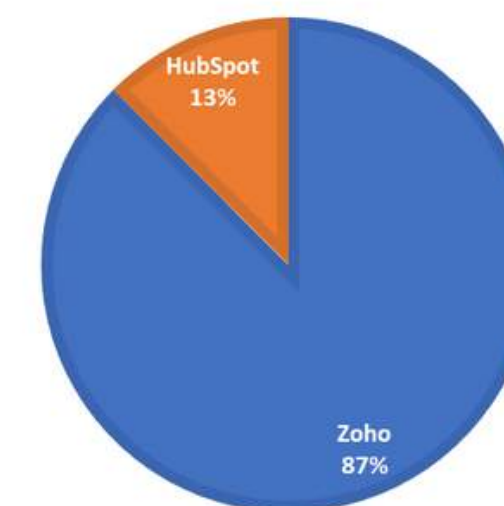
- Common issues raised:
- Invoice correction
- Near-expiry replacements
- Bulk reorder requests

RESPONSE RATE (%)

WhatsApp Emails Calls



Zoho HubSpot



CONCLUSION

- The integration of CRM tools at MedNucleus significantly enhanced sales efficiency, customer engagement, and operational workflows. Post-CRM implementation saw a 30% increase in sales and a 62% improvement in conversion efficiency, demonstrating the value of structured follow-ups and centralized lead tracking.
- Among communication channels, WhatsApp and phone calls emerged as the most effective, with response rates of 32% and 38% respectively, especially among pharmacies. Automated follow-ups (87%) ensured timely interactions, reducing the likelihood of lost leads and improving customer satisfaction.
- Furthermore, capturing post-sales feedback (e.g., invoice corrections, expiry replacements, and reorder requests) helped refine service delivery. This project not only strengthened MedNucleus' current operations but also laid the foundation for scalable CRM-led growth as the company expands to new regions.



conclusion

REFERENCES

1. Bansal, S., & Gupta, M. (2015). Customer Relationship Management (CRM) in Pharma. ResearchGate. Retrieved from https://www.researchgate.net/publication/CRM_in_Pharma
2. International Journal of Creative Research Thoughts (IJCS) (2019). The Study of CRM in Pharmaceutical Industry. IJCSPI19A1004.
3. Delhi Business Review. (2020). CRM Practices in Indian Pharmaceutical Industry.
4. Hassan, N. (2017). The Impact of CRM on Organizational Performance. Journal of Advanced Research in Business and Management Studies (JARBM), Vol. 7, No. 1.
5. Theseus.fi. (2019). CRM Implementation in the Pharmaceutical Industry. Retrieved from <https://www.theseus.fi/handle/10024/260063>
6. KBPIMSR. Ways and Means to Establish CRM in Pharmaceutical Industry. KBPIMSR Research Articles.
7. Statista. (2024). Pharmaceutical Industry in India – Market Size 2023 & Forecast to 2030. Retrieved from <https://www.statista.com>
8. HubSpot. (2025). CRM Tools and Benefits in Small Businesses. HubSpot Blog. Retrieved from <https://blog.hubspot.com>
9. Zoho CRM. (2025). CRM for Pharmaceutical Sales Teams. Zoho White Paper. Retrieved from <https://www.zoho.com/crm/pharmaceutical.html>
10. India Brand Equity Foundation (IBEF). (2024). Indian Pharmaceutical Industry Report. Retrieved from <https://www.ibef.org>
11. McKinsey & Company. (2023). Winning with Pharma CRM: Strategic CRM Integration. Retrieved from <https://www.mckinsey.com>
12. Ministry of Health and Family Welfare, Govt. of India. (2024). Drug Distribution Guidelines and Digitization Trends. Retrieved from <https://main.mohfw.gov.in>



THANK
YOU