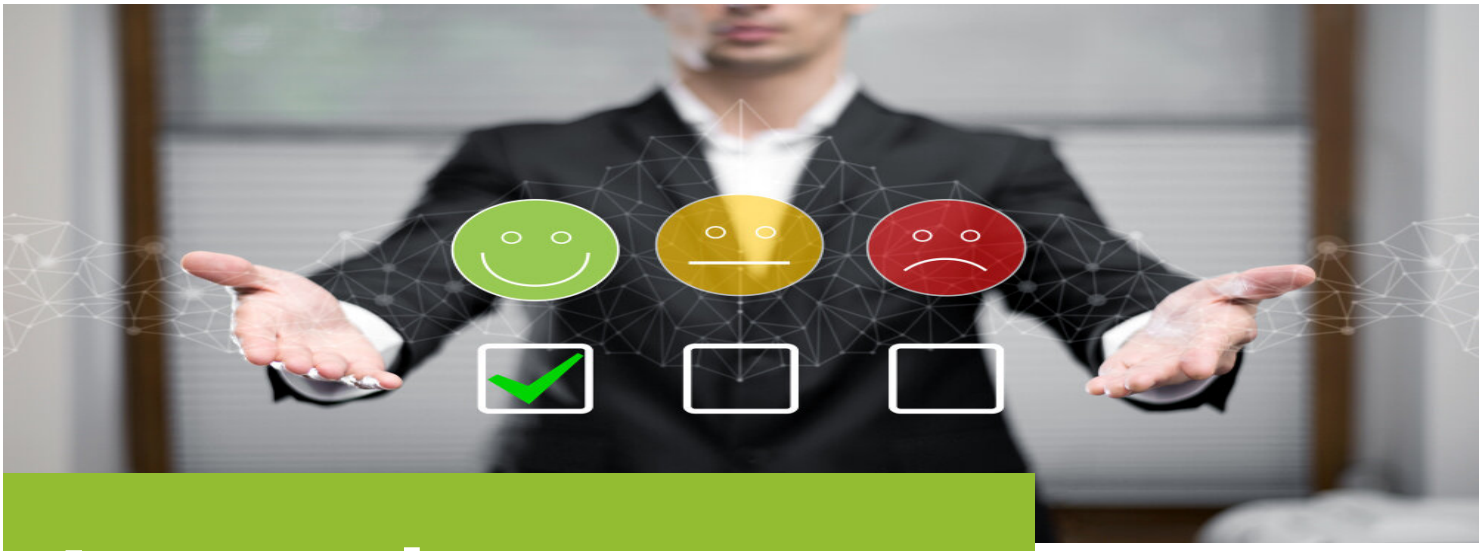


Improved customer communication for ilapo

Client:	Date:	Categories:	Tags:
ilapo	февруар 06, 2020	Services , Solutions	#Gesundheitswesen & Soziales

A new communication channel was created with a chat function on the website to provide better support for national customers and international prospects. Trade fair contacts and leads are now managed centrally in a CRM. In addition, customers can now be informed about current trade fairs and dates via a central newsletter control system.

The challenge

Ilapo is a pharmaceutical wholesaler for the import and export of medicines sourced from over 30 countries. The customers and suppliers are international and have not yet been managed centrally (together with leads). Ilapo would like to improve its digital orientation and therefore offer customers the opportunity to contact customer service directly on the website, in addition to contact by phone or email. Active contact from the CRM is also desired. The chat in the German-language area should only be available to customers who have problems with orders. In the English-language area of the website, the chat should be available everywhere in order to generate new leads.

The solution

A **CRM** based on **ZOHO** was introduced to provide a centralized overview of website and trade fair leads. ZOHO also offers the option of newsletter management and has a **chat function**. The chat function has been extended so that it is available in two languages for the international and national areas of ilapo. Leads can be generated directly from the international chats and automatically fed into a CRM for further processing. From there, marketing and sales activities, such as e-mail campaigns, can be implemented directly.

Benefits for ilapo

- Clear, centralized management of leads
- Direct possibility for customers to contact ilapo on the website
- Better evaluation of site visitors
- Simple creation of mailings
- Access to customer information without data silos
- ZOHO as a very good starting point for future developments

About the company

Ilapo is a pharmaceutical wholesaler for the import and export of pharmaceuticals sourced from over 30 countries. Ilapo takes care of all processes from the moment an order is placed, from

checking legal regulations to carefully selecting and selection and control of safe sources of supply through to the selection of the appropriate mode of transportation and customs clearance for the import and export of more than 750,000 pharmaceuticals.

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