

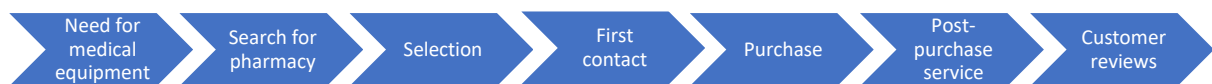
The company for which we implement a crm solution is active in the medical field. Its core business is the establishment and operation of pharmacies across several cities. It provides solutions for both private and commercial customers (companies).

Corporation :

Companies with in-house infirmaries want to have suppliers of medical supplies to enable the operation of their infirmary.

Private client .

Internet with e-commerce sites has redefined the needs of customers in terms of drugs. This revolution supported by the appearance of the covid-19, has resulted in people to buy massively on the internet. With this in mind, people want pharmacies to offer a seamless solution to their medication needs.



Need for medical equipment .

- the client wants to fill a need

Search for pharmacy

- Search for all pharmacies in the area
- word of mouth
- advertising in the street, social media, news paper

Selection

- compare prices
- compare catalogs
- visit the website
- delivery method

First contact

- formulation of needs (requirement)
- Request for a solution (offer)

Purchase

- Customer acceptance
- Establishment of the purchase contract between the two parties

Post-purchase service

- Possible return of used or expired medical devices
- Problems after purchasing a medication or device that was not suitable for the customer

Customer reviews

- Feedback
- Word of mouth