

# End-to-end CRM automation for global animal pharma with no-code

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# PHARMA CRM implementation

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<https://vetoquinol.com/en/90-years/our-story-pictures>

# Company Profile



- Celebrating our 90<sup>th</sup> anniversary (Family owned company over 3 generations)
- Animal Health industry (products/solutions to Vet clinics)
- 20+ Countries and expanding
- 540+ Millions Euros
- 2500 employees
- 800+ CRM Users

## BY DOMAINS

Mobility, pain & inflammation

Dermatology, hygiene & care

Udder health

Anti-parasite

Antibiotics

Reproduction

Internal medicine

Cardio-nephrology

Behaviour management

# CRM Journey



2015 - 2018

**Do it ourselves !**

After 3 years : We need a CRM. We are not CRM Experts

- Cost
- Flexibility
- Support

2019

**Let's SELECT one !**

But which one ?

How do we decide on the BEST CRM for us ?

- Not the same DATA quality in each country
- Not the same Business Operations
- Not the same USER requirements
- CRM Leader is not a CRM Expert
- No standard deployment

2019 - 2020

**Managing CRM deployment**

- Name a responsible in each country (CRM Leader)
- Should be easy to implement
- BEIM initiative (Best practices in all Operations)

2021 - 2023

**Need to Establish a CRM Management hierarchy**

- Business Operations (CRM Leaders)
- CRM deployment Responsible (GROUP)
- Local Deployment Responsible per country (CRM Specialist/Experts)
- Creatio Project Dev / Support
- Concept of a CORE Model (package) across multiple instances

- CRM Leader have different roles
- Need to UNDO / REDO the setup
- Few CRM Experts (only 1 certified)
- Should have done it differently
- Countries at different levels of integration
- Implementation Metrix

# CRM Learning



- Get CRM Experts inhouse (You don't know what you don't know)
- DATA first (understand what you have / don't have)
- Map your Processes (understand your business)
- Implement CRM in modules (small chunks)

# Thank you!

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