



# SUCCESS STORY

Gedeon Richter-RUS is a subsidiary of Gedeon Richter OJSC based in Budapest, Hungary, and is the largest pharmaceutical manufacturer in Eastern Europe. The company takes the best practices from over 115 years of industry experience with a catalogue of over 200 original pharmaceutical products and a global coverage of more than 100 countries worldwide.

## CHALLENGES IN INTERNAL CUSTOMER SERVICE MANAGEMENT

Prior to using Creatio, the company didn't use any software for case management and processes automation. As the latest Gedeon Richter's ISO Audit identified certain performance gaps, the company decided to automate their internal customer service. To do this, the company started looking for an effective case processing tool.

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Creatio's out-of-the-box processes for case management enabled HR representatives to utilize the system and its solutions from day one

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## SOFTWARE SOLUTIONS AND DEPLOYMENT PROCESS

Implementation of Creatio was split into two stages. During the first stage, case management process for IT services department was automated. Creatio's end-users acquired a unified service catalog with pre-configured categories, enabling effective internal services management based on request type. Custom items of the "Services" section included IT services such as data backup, workstation setup for a new employee, etc. The email templates section was also customized for the company's industry-specific needs.

The second implementation stage was aimed to ensure HR service management optimization by configuring and automating internal service processes. Creatio's out-of-the-box processes for case management enabled HR representatives to utilize the system and its solutions from day one. Whenever employees wanted to make a certain request or inquiry, the system would assist them.

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A unified IT ecosystem simplified cross-departmental communication and streamlined a range of internal processes

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## TREATING EMPLOYEES AS CUSTOMERS WITH ADVANCED CUSTOMER FEEDBACK AND REPORTING

To ensure an effective feedback system, a custom grading scale was developed. Upon completion of a request or case, customers received an email asking to rate the provided service based on a number of criteria, such as timeliness of service delivery. These improvements in the customer feedback system enabled HR department to improve its services based on case feedback.

A range of processes was also developed for employees on vacation or temporarily out of office. The system provided the ability to delegate tasks and change access rights and the ability to revert changes to the initial state.

Additionally, a special process was created to automatically assign customer requests to a responsible group based on a request category.



“Reports” section of the system were also utilized to display the average customer satisfaction score of internal service requests.

## **BUSINESS OUTCOMES AND FURTHER STRATEGIES TO MAKE THE MOST OF SYSTEM’S SCALABILITY**

Implementing Creatio helped Gedeon Richter-Rus to optimize case management processes for internal customer service. A unified IT ecosystem simplified cross-departmental communication and streamlined a range of internal processes.

Unified customer data and powerful tools to monitor customer satisfaction monitoring enabled the company to further streamline its growth and hold a leadership position in the industry.

Gedeon Richter-Rus is planning to further develop the software infrastructure within the company and implement Creatio for its Technical department to get better visibility over the maintenance of engineering systems.