

Customer:

Medical Device Manufacturer with regional sales reps nationally in the USA

Customer Size:

Over 100 employees

Country or Region:

USA in 50 States

Industry:

Electrical Stimulation Devices

Customer Profile:

Small Medical Device Manufacturer with annual revenue ~\$17,000,000

Services:

Mobile Solutions
Mobile Forms
Sales / Prescription Submissions

MOBILE FORMS – MEDICAL SALES ORDERS

Situation

Client has about 40+ regional based sales representatives that process prescription / orders for electrical stimulation devices in all 50 States in the USA. The sales reps complete orders and send to a central processing location in Denver, Colorado.

The paper order forms are completed, signed, and faxed to the national processing center in Denver, Colorado where six (6) data entry clerks key the data into a centralized an order database platform. The order forms are then stored for reference.

Actions

A Smartphone Mobile Solution was developed for the order form. Deployment of the Mobile Forms in two phases: 1) stand-alone Mobile Form (email / fax) to validate functionality, and 2) XML transfer of Mobile Form data into their order database platform.

Results

Deployment results in an immediate reassignment of 5 data entry clerks; the last data entry clerk is to remain to oversee data integration, performed the various reporting functions, and with added safety analytics functions. The estimated annualized labor cost reduction, fully burdened, ~\$150,000. The cost of the phase 1 mobile form deployment first year ~\$15,000 plus a one-time XML data transfer setup (phase 2) of \$18,000. The annual cost thereafter ~\$15,000.

Scorecard

Labor cost reduction ~\$150,000.

Year 1 Cost DCAT (40 Sales rep) + Integration Cost - **\$33,000**

Year 1 ROI = 455%, Simple Payback – 2.6 months

Stabilized annual cost for all sales reps \$15,000 with an annual cost reduction of \$150,000, annual reduction of **\$135,000**. ROI (Post Year 1) = **900%**

For more information about other

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