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Eli Lilly and company India, the leading innovation based pharmaceutical player, was felicitated with the prestigious OPPI Sales Force Excellence award 2013 for its Project Veeva, aimed at delivering unparalleled customer experience by empowering the sales force. OPPI - Organization of Pharmaceutical Producers of India, instituted these awards to promote excellence in pharmaceutical selling in 2012. Lilly India was conferred with the honor at OPPI's AGM held in Mumbai.

The prestigious award came in as recognition of the company's initiative to empower its sales force for delivering unparalleled customer experience and for flawless execution of Project Veeva. The project was designed to empower the sales team of approximately 300 to be self-dependant through relevant modular tool iPad & compatible CRM system Veeva. The system helped enhance customer interaction by leveraging multimedia platform, real time reporting, well documented coaching reports & using advanced analytics to eliminate the struggle of the sales representative for doctor's attention. The system also adequately equipped the sales representatives with micro details to monitor each SFE metric leading to efficient and effective planning. Much-coveted OPPI award was bagged by the project for achieving remarkable success and flawless execution of the project while carefully aligning the sales function with all other relevant functions and accordingly implementing Organization Change Management (OCM).

Commenting on this achievement, Mr. Edgard Olaizola, Managing Director, Lilly India said, "It is a great honor for Lilly India to receive this recognition for our project Veeva. At Lilly it is our mission to establish best practices for functional excellence and for creating customer delight. I would like to congratulate our sales team and the Project Veeva team for this prestigious honor. This award is a testimonial to the team's vigour and zeal and the company's customer centricity."