LifeCell adopts an Integrated Sales and Operations Solution

Overview

Location: Chennai, Tamil Nadu
Country: India
Industry: Pioneers in umbilical cord cell banking

Customer Profile

LifeCell is a joint venture between Asia Cryo Cell Pvt. Ltd. and the world-renowned Cryo-Cell International pioneers in umbilical cord cell banking worldwide. Focused on India and neighbouring countries, they have 22 storage locations across the country, up from just 1 three years ago. This expansion is closely tied to growth in sales and operations, both in numbers of transaction and complexity.

Business Situation

In order to ensure that the organization can handle such growth easily and can scale as needed, LifeCell wanted to implement a software solution that handled both sales and some degree of product operations.

Solution

Impel covered all of LifeCell's needs for sales force automation, marketing and customer support. It also provided the framework for access in a browser, authentication, authorization, integration, reporting, scalability, etc. PK4 implemented specific product extensions for LifeCell to support custom work-flows and enhancements in existing functionality.

"Our experience with PK4 has been excellent during development, implementation and post implementation support. They not only delivered software but also an experience we cherish."

Ravi Jayaraman, LifeCell India.

LifeCell planned for growth very early in the game. Back in 2005, when they were still a fledgling organization, LifeCell India management wanted a scalable, highly-functional SFA solution that would grow to encompass other aspects of their business. Gaining the mind-share of key market influencers like gynaecologists, educating key personal influencers like siblings and parents and following up effectively with the expectant parents – all of these and more go to making a successful sale. LifeCell intended to automate as much of this as possible, including processes from the creation of "kits" for cord-cell collection all the way through lab processes and accounting of periodic payments. They identified specific processes that were critical to their success and considered various products in the marketplace.

LifeCell considered offerings from various vendors, including Microsoft, Talisma and PK4. PK4's Impel, they concluded, was the ideal mechanism for LifeCell's fast-growing needs. Their users would gain a complete CRM from the get-go and the business would gain a platform that would grow, both functionally and in terms of performance, as their needs grew. PK4's initial implementation of Impel covered sales force automation, and some custom workflows. It has since grown to encompass marketing, lab operations, invoicing, collections and referrals.

For more information about LifeCell products, please visit their website at www.lifecellindia.com. For more Information, please call their toll free number 1800-425-5323.

Situation

Even as far back as in 2005, LifeCell planned to grow from their 1 storage location and 2 sales offices to locations across the country. This expansion would put tremendous pressure on both sales and operations. To ensure that the organization could handle such growth, they decided implement a software solution that handled both sales and product operations. PK4's Impel was their choice of software.

Solution

In the first implementation in Jan. 2006, PK4 worked with LifeCell India to deliver sales-related functions that included the following:

- Sales Force Automation
- Sales Quota Management
- Activity Management

Over two years, Impel for LifeCell has grown to encompass a number of cross-functional operations including:

- Team calendars
- Email Integration
- Mass email campaigns
- Marketing Management
- Operations Management
- Lab Operations
- Customer Enrolment
- Referral Management
- Integration with ERP.

Further, Impel's user-base inside the organization, beginning with just Corporate users, has expanded to cover field-level salespeople and their managers in LifeCell's 35 pan-India sales offices and 22 operations locations. With huge amounts of prospect and lab data being generated daily, Impel has stood the test of time, continuing to deliver

the same fast response time and high level of service as it grew functionally and in terms of user-base.

Benefits

From Day One, Impel provided a number of benefits for LifeCell. Some of them are:

o Improved the quality of sales by providing greater control and transparency in marketing, sales, customer support and operations

o Increased sales by enabling salespeople to close deals in complex situations

o Enhanced customer experience by improving relationships at all levels

o Retained customers by providing an internally-consistent view of all areas, impervious to personnel attrition

o Established the basis and the platform for future systems enhancement, both in sales-related areas and outside.

Impel has continued to deliver benefits in other areas over the last two years:

o Improved customer experience by integrating field-level operations on the Sales side with operations on the Cord Blood Collection side.

o Increased customer retention rates by supporting and identifying referral situations that could be rewarded

o Reduced operational overheads by providing online application and enrolment mechanisms

o Established sales forecasting and control via strong quota management

o Improved cash-flow by helping managers identify AR collection issues before they became challenges

o Provided opportunities in mining and leveraging customer information.

Technical Details

Host OS	Linux
Web Server	Apache
Database	DB2
Business Layer	Java objects
Scripting	FreeMarker, JavaScript
Messaging	Microsoft Exchange
Design Tools	zeroCode
Browsers	IE, Firefox
	(800x 600 & 1024 x 768)

Functions

Impel has a wide range of functionality that LifeCell uses, including the following.

Sales Force Automation (SFA). This module covered prospect-facing functions on entities like accounts, contacts, opportunities and sales personnel. Related entities like calendar items and tasks tied scheduling to people. Special functions helped customers bring leads from external sources.

Lead management. Managers could assign leads to specific salespeople. Further, accounts could be assigned to specific salespeople.

Help Desk management. The module offered standard help-desk functions like asset management, ticket management, support contract tracking and CSR profiling.

Data management. Data for most entities could be imported into using CSV files. They could be exported via export functions.

Reporting and analysis. The system included advanced mechanisms so users could run reports and analyses on their own. Reports could be tabular or graphical and users could choose them per their convenience. These reports could be saved, shared, updated and exported to XL, HTML and PDF.

Personalization. Users could make Impel's pages, dashboards, menus and queries look just the way they want it.

Content Management. Impel included content management for documents and browser-based access to them. Users could put together collateral material, reports and other unstructured data and make them available to others in online folders.

Desktop support. Impel came with an optional client component that synced contacts, calendar items and tasks between Impel and Microsoft Outlook. Changes to contacts, calendar items and tasks in either environment were reflected in the other automatically.

Multi-Cultural

Impel is a "multi-cultural" app, in the sense that it is a multi-platform, multi-database, multi-device, multi-lingual and multi-lingual app.

Multi-platform. Being a Pure Java application, Impel runs on multiple operation systems with no recoding. It can be configured to run on Windows machines, UNIX, Linux, Solaris, IBM AS/400, mainframes and other operating systems.

Multi-database. Impel's unique architecture gives it the ability to reconfigure itself for any database, again with no application change. And integrating other applications running on other databases is seamless and direct.

Multi-device. Users with 'Net-enabled phones or even SMS capabilities can use critical Impel functions, uploading and retrieving data with a very high level of security.

Multi-lingual. With Impel, operations in different languages can be implemented out-of-the-box. All Impel pages are driven from language files that can be modified and reconfigured. And specific users can choose to use different languages, always accessing data in the same database (and the same "base" language).

Multi-tenanted. Impel includes a near-infinite hierarchical organizational structure that can be leveraged to segment regions or corporate groups. Users belong to a specific organization and cannot access data in other organizations. Specific reporting functions can be built, though, transcending these organizational barriers, since each organization is essentially a separate "tenant" in the same secure database.

About zeroCode

zeroCode is an integrated development, integration and maintenance platform for web-based business applications.

zeroCode's award winning technology enables the rapid generation and customization of large-scale and complex distributed applications. zeroCode addresses the need for rapid application development tools that allow business-time reaction time to market change and corporate needs. Enabling multi-user, distributed development teams to work on web applications, zeroCode allows organizations to always have a competitive advantage.

o **Quick delivery.** zeroCode drastically reduces development time and coding effort ensuring quick delivery of the application to the client.

o **Reliable code.** The code in zeroCode-built applications is robust and highly reliable, since its templates are pre-tested in numerous web applications. The code is based on mathematical algorithms that are very robust in production environments.

o **Accessible anywhere.** zeroCode is a completely web-based team design environment, thus obviating downloads and complex installation. There are no CDs or installation kits to get started. The developed app is also browser-based, needing no client-side installs.

o **Scalable apps**. The zeroCode Runtime Engine is tight, effective and well-organized. It includes techniques like connection-pooling, for example, to ensure that the application scales to a huge number of users in a linear manner.

About PK4

PK4 is a Bangalore, India based software products company focused on reducing the complexity of software development and deployment. To that end, we deliver products ranging from a high-transaction groupware platform to a comprehensive reporting portal, all built using zeroCode. Our flagship product **zeroCode** is a Java-based framework that takes software development to the next level, truly delivering on our promise of **better software faster**.

Our products include **Chorus**, a multi-platform Groupware solution; **Impel RealEstate**, a CRM solution for the real estate industry; **vInfoStore**, a reporting portal for access to enterprise-wide information.

For More Information

For more information, please come to our website at www.zerocode.com. You can call us at +91-80-3008-0000 or fax us at +91-80-3008-2006. Or e-mail us at sales@zerocode.com.