
Case Study Pfizer

CAPTURE PURER DATA, FASTER

DRUG SAFETY & PRODUCT QUALITY DATA CAPTURE, SIMPLIFIED

ENSURE DATA CONSISTENCY, TRANSPARENCY AND QUALITY CONTROL ACROSS CALL CENTRES. DELIVERING IMPROVED PROCESS EFFICIENCIES.



With increasing volumes of data, Pfizer faced the challenge of ensuring consistency in safety & product quality data collection. In addition, transparency and traceability across multiple third party call centre providers, servicing one of Pfizer's key markets needed to be ensured. Staff turnover meant they required a tool that would support a scalable and consistent data capture process. In addition to improve process management, they wished to simplify a complex multi-step, manual data collection process.

“Our selection of Reportum reflects our commitment to streamline our call handling process.” Rob Goodwin, Vice President, Pfizer

These aims were achieved by selecting and implementing REPORTUM - a standard solution which allowed operatives in the call centres to collect data in a consistent manner. With its workflow management capabilities, REPORTUM can carry out the necessary key quality control steps

within one validated system, with a clear audit trail of activity. Finally, through automated data transfer to in-house databases, manual burden was further reduced and data traceability significantly increased. REPORTUM is designed to help speedy onboarding and implementation.

Outcomes:

-  A solution that provides automated transfers to separate key in-house databases, reducing manual efforts and reconciliation.
-  Ease of adoption by third parties involved in delivery have continued to improve efficiency in global data capture processes