

Dramatic improvements in efficiency...

ALZET (a division of DURECT) Osmotic Pumps help drug research teams increase the efficiency of the drug discovery process with a unique drug delivery system that allows for continuous administration of test agents. Their customers are researchers all over the world, and in order to increase the efficiency with which ALZET markets their products, much like their customers, they too were in search of a tool to help increase efficiency and effectiveness.

Customer

ALZET (a division of DURECT Corporation)
www.alzet.com

Corporate Profile

Headquarters
Cupertino, CA
USA

Type of Business

Pharmaceutical

Application

Sage CRM SalesLogix

SAGE SALESLOGIX

ALZET knew it needed a CRM system to help them easily track, search on and segment customer and prospect data to help them grow revenue.

Also, ALZET's marketing group was looking for a way to improve a literature

fulfillment process that, although somewhat automated, still remained cumbersome.

ALZET had been struggling with an old proprietary system that significantly limited, or completely prohibited their ability to deliver the results necessary to meet business goals.

The decision in choosing a CRM solution that best met ALZET's needs was a long process. They viewed a demo of ACT! but realized they needed more built-in functionality; they viewed a demo of Salesforce.com but didn't like the idea of their contacts being held out on the web; the contacts for Goldmine were unresponsive; and lastly, after being referred to Propellix by a happy user at another company, they looked at Sage CRM SalesLogix.

The decision was made to go with Sage CRM SalesLogix. The tool supported all of the original requirements out of the box, and after working with Propellix, the Sage Business Partner, a number of other highly valuable uses for Sage CRM SalesLogix were uncovered – significantly helping the business case for the CRM investment.

In particular, ALZET discovered they could use Sage CRM SalesLogix to automate the entire process of taking registrations from various forms on their website, have them go directly into their CRM database, and then, based on certain criteria, automatically generate customized literature fulfillment packages. Efficiency was increased by 400%.

ALZET also discovered they could increase customer service efficiencies using the built-in Customer Service module. Customer service at its best: "Bring it on" says Kurt Kemling, one of ALZET's technical support specialists. "What used to be a long and painful manual process - to take care of a customer inquiry - is now about a 5 minute

CRM Success Story

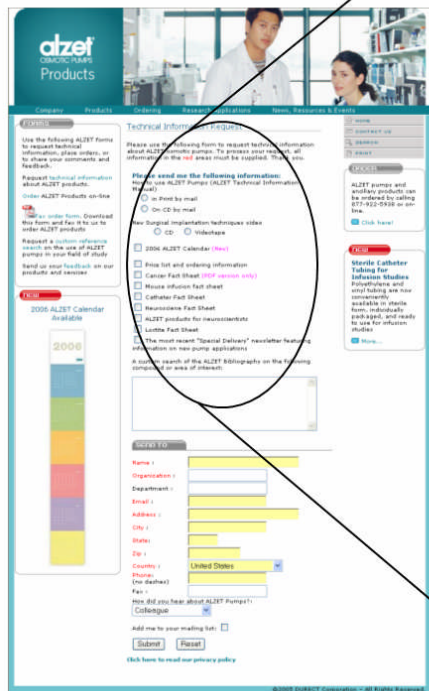
turn-around with all documentation in place. This new level of professionalism when supporting customers and prospects has been phenomenal – it all translates into higher customer loyalty”, says Kurt.

Jose Gadea, Product Manager at ALZET says, “Finding the right CRM solution was a long process, but it has definitely paid off with Sage CRM SalesLogix and Propellix. The new system is extremely intuitive, you find what you’re looking for and

all of our data was transferred without skipping a beat.”

“The Propellix team consults with you to find out your business needs, makes the necessary adjustments to the system and then delivers – the results have far exceeded our original expectations. Getting the most out of a CRM tool is an on-going process, and the continued support from Propellix has been invaluable” says Jose.

One of several web forms that automatically inserts contact information into DURECT’s CRM system, schedules automated literature request, completes rules-based mail merges and auto-generates e-mail responses:



Technical Information Request

Please use the following form to request technical information about ALZET osmotic pumps. To process your request, all information in the **red** areas must be supplied. Thank you.

Please send me the following information:

How to use ALZET Pumps (ALZET Technical Information Manual)

- in Print by mail
- On CD by mail

New Surgical Implantation techniques video

- CD
- Videotape

- 2006 ALZET Calendar (New)
- Price list and ordering information
- Cancer Fact Sheet (PDF version only)
- Mouse infusion fact sheet
- Catheter Fact Sheet
- Neuroscience Fact Sheet
- ALZET products for neuroscientists
- Loctite Fact Sheet
- The most recent "Special Delivery" newsletter featuring information on new pump applications

A custom search of the ALZET Bibliography on the following compound or area of interest: