

## EMD Serono



### Industry:

Healthcare & Life Sciences

### Technologies:



## Customer

EMD Serono is the biopharmaceutical division of Merck KGaA, the oldest pharmaceutical and chemical company in the world. Their objective is to create value and benefit to patients by transforming medical science into breakthrough solutions in core therapeutic areas such as neurodegenerative diseases, fertility, and metabolic endocrinology.



## Challenge

Serono wanted to improve its patient satisfaction by reducing response times, simplifying processing flows, and delivering timely customer information. They also wanted to improve support for its sales representatives by streamlining activity reporting. Serono used multiple technologies at the time which presented an application and data integration challenge. These include Siebel Call Center, for managing all customer inquiry and customer support activities (inbound and outbound tele-web), Siebel Sales and Salesforce for sales and marketing functions, as well as a custom data warehouse for managing the integration of various data sources to provide reporting.



## Solution

Eagle Creek's focus on customer-facing technologies and our U.S. Onshoring model enables Serono to draw on a consistent pool of consulting and technical expertise. Eagle Creek teams continue to provide support and application enhancements, promote flexibility, reduce costs, increase speed-to-market, and improve software quality.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>