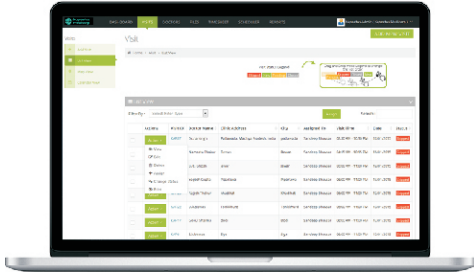
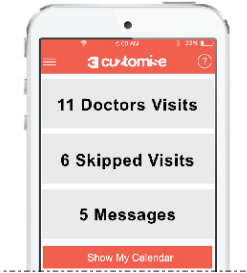
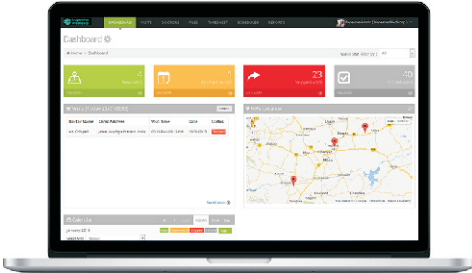




 **customize**  
[www.cuztomise.com](http://www.cuztomise.com)

**Next Generation Sales Mobility Platform  
for Pharmaceutical Enterprises**

PLANNING		SCHEDULING		REPORTING	TRAINING	ANALYSIS	
Sales   Content		Distribution		Sales   Visit	Product	Reports	Data Driven Decisions
Heuristic				Real-Time Work in Offline Mode		Cumulative/Heuristics	
<ul style="list-style-type: none"> <li>✓ Plan monthly and daily activities follow-ups</li> <li>✓ Know location of your medical representatives in real time and optimize their deployment</li> </ul>				<ul style="list-style-type: none"> <li>✓ Find out deviations, reasons for skipping doctor visits and verify if MRs regularly visit stockist</li> <li>✓ Saves time of MRs by automatically generating daily activity reports and not filling them manually</li> </ul>		<ul style="list-style-type: none"> <li>✓ Quick Feedbacks from MRs about doctor visits and products</li> <li>✓ Profile, Target and Measure Performance of Medical Representatives</li> </ul>	
							
PRE-SALES				ON-FIELD		POST-SALES	

# Cuztomise Mobile Application

## Works Offline

Works offline, fast and syncs automatically without any intervention

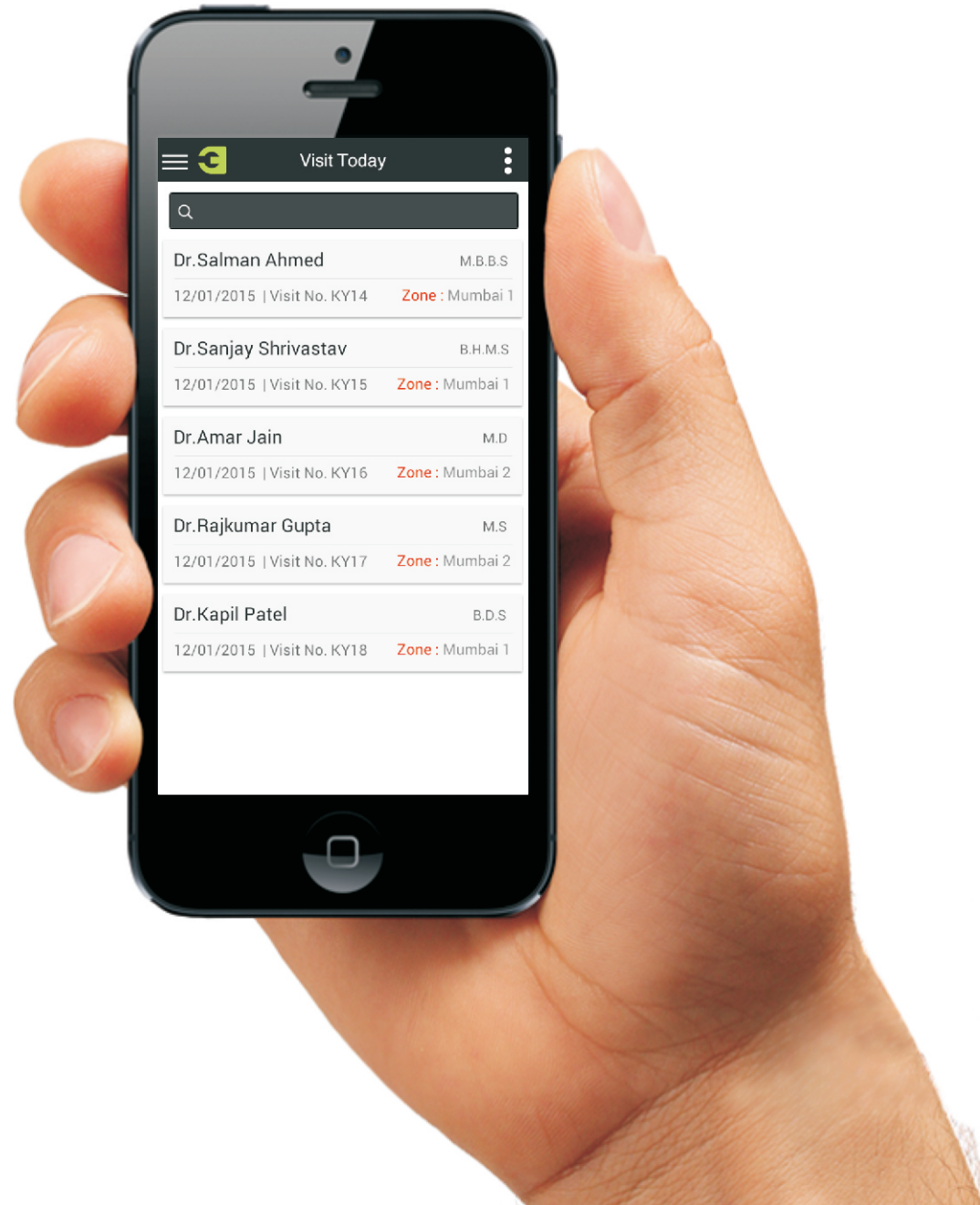
## Sales Tracking

Ground Sales managed in a very easy and intuitive manner

















## Focus On Sales

Saves time by automatically generating daily activity reports and not filling them manually

- ✓ Cuztomise can easily handle the scale up to 100,000 MRs, providing a consistent performance. We have a great support and operations team
- ✓ Our system can be easily integrated with SAP, Salesforce and other popular CRM, Invoicing and other ERP applications
- ✓ Cuztomise uses bank-grade security, securing your data and encrypting it over network



# Featurelist

Features	  Mobile	 Web
 Tour Planning	✓	✓
 Daily Call Reports	✓	✓
 Expense Reporting & Management	✓	✓
 Secondary Sales	✓	✓
 Campaigns	✓	✓
 HRMS (Leaves & Appraisals)	✓	✓
 Products & Promotions	✓	✓
 MIS Reports		✓
 Geotagging	✓	✓
 Integrations (API Based)		✓
 Master Data Management		✓
 Quiz (Learning Module)	✓	✓
 Internal Communication	✓	✓



## Pharmaceutical Company Gains Sales Edge with Help from Cuztomise Solution



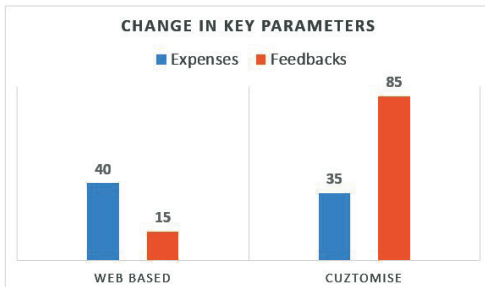
**Industry : Pharmaceuticals**

**Region : West India**

**MR Size : 80+**

**Solution : Cuztomise Pharma**

**Implemented : November 2014**



Kapeetus Medicorp is a leading pharmaceutical company based out of Ahmedabad in India. It has shown tremendous growth since its inception in 2002, having a portfolio of more than 200 drugs in market as of today.

### Problem

Kapeetus currently employs 80 Medical Representatives across 5 states in India and is growing continuously. With high growth, they were facing challenge to keep track of their on-field sales operations. They tried many products including leading web based reporting tool, but they found the solution incomplete. Their main problems were:

- No way to know about - what happened during a doctor visit
- Huge expenses were incurred due to false reporting

### Solution

Cuztomise provided Kapeetus its Pharma Solution which allowed Kapeetus to track their sales efforts in real time. With our Android and Windows applications, management not only gets current locations of their representatives but also gets vital field data which was inaccessible to them previously. Their field reps work in most interior locations which does not have any connectivity. Cuztomise allows them to work in offline mode and data is synced as soon as they get connectivity.

### ROI

With Cuztomise they were able to cut down their Operational Expenses by **12.5%** right from the first month of implementation. With the new system, there was a whopping increase of **70%** in visits with feedbacks as compared to previous figures.

“Cuztomise has completely made the processes paperless enabling our Admins/MRs to focus more on product sales. Moreover, the application is very easy to use and hence was readily adapted by our employees.”



**Sanjay Jain**

**Founder**  
**Kapeetus Medicorp**

Results specific to Kapeetus Medicorp Ltd. and may not be typical. This material, including all material incorporated by reference herein or made available by hyperlink, is provided or made accessible "AS IS" and "AS AVAILABLE" and without condition, endorsement, guarantee, representation or warranty of any kind by Cuztomise Softech Pvt. Ltd. and Cuztomise assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the "Third Party Products and Services"). When you subscribe to Third Party Products and Services you accept that: 1.It is your sole responsibility to: (a) ensure that your airtime service provider will support all features; (b) identify and acquire all required intellectual property licenses prior to installation or use and to comply with the terms of such licenses; 2.Cuztomise makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services.



## Valuable Real-Time Data

Get complete information about doctors' feedback on your products out there in market

- ✓ Quick Reporting, it takes 30 secs to submit report about a visit
- ✓ Get valuable feedback about visits as soon as the visits are done

## Increase Profitability

Get a clear insight on actual expenses of your Medico Sales which results in substantial savings

- ✓ Mobile Application makes sure that false reporting is impossible
- ✓ Every Single expense of an MR can be verified



## Deep Insights of Field Performance

Easily profile, target and measure performance of Medical Representatives with interactive charts

- ✓ Allows mapping of doctors with products for focused marketing
- ✓ Analytics and Reports of every single Field Employee updated constantly



## Training On-the-go

Utilize the waiting time of field professionals in building their knowledge and awareness

- ✓ Professionals are updated with product literature
- ✓ Substantial increase in the utilisation figures of sales employees



**ADDRESS:**

**183, Scheme no. 78-Part 2  
Indore  
(MP) India - 452010**

**PHONE:**

**+91 (731) 4979588  
+91 7869801791**

**EMAIL: [sales@cuztomise.com](mailto:sales@cuztomise.com)**

**WEB: [www.cuztomise.com](http://www.cuztomise.com)**