

CriticalRiver Drives Faster, Data-Driven Sales Decisions for a Global Pharma Leader



The Customer

The Client is a leading pharmaceutical company with a global footprint, manufacturing and distributing a wide portfolio of generics, APIs, and specialty products. As the business scaled across markets, the Client set out to modernize its sales operations, strengthen customer engagement, and build a data-driven decision-making culture across the enterprise.

The Challenge

As the Client's sales operations grew across regions and product lines, several operational bottlenecks emerged:

- Disjointed sales processes across multiple platforms, including Neptune and SAP
- Lack of centralized visibility into sales performance and customer interactions
- Limited data-driven insights for sales and customer support decision-making
- Manual effort across opportunity, quote, and order approval workflows
- No unified mechanism to track Budget vs. Actual across customers, regions, and products
- Fragmented intelligence from customer meetings, with no structured way to capture and act on conversations

The Solution

The pharmaceutical company partnered with CriticalRiver to implement Salesforce Life Sciences Cloud as a unified platform for sales, service, and analytics.

- Standardized the Customer-to-Order workflow for sales pipeline management
- Streamlined opportunity and quote management with centralized workflows
- Enabled Sales Order Approvals for cleaner shipment tracking
- Tracked Budget vs. Actual by customer, region, and product
- Delivered real-time dashboards for sales and approval performance
- Applied AI-powered predictive analytics to surface high-value opportunities
- Integrated Salesforce and SAP with 2-way real-time data sync
- Activated Einstein Insights to summarize meetings and auto-generate MOMs
- Deployed Service Cloud to strengthen customer service operations
- Activated Agentforce to drive AI-led productivity across sales workflows

The Results

- Streamlined sales processes with faster, more reliable conversions
- Enabled leadership to make informed, data-driven decisions
- Unified sales, service, and analytics on a single platform
- Strengthened collaboration through centralized account management
- Improved customer service responsiveness and consistency
- Captured meeting intelligence at scale with AI-generated summaries
- Accelerated rep productivity with AI-led sales support

Impact Delivered

- 30% improvement in sales conversion rates
- 2-way real-time data sync between Salesforce and SAP
- Unified visibility across sales, service, and analytics

Solution Components

Salesforce Life Sciences Cloud, Sales Cloud, Service Cloud, Analytics Cloud, SAP Integration, Agentforce, Einstein Conversation Insights, Einstein Insights, Budget vs. Actual Tracking

Conclusion

Through CriticalRiver's Salesforce Life Sciences Cloud implementation, the client transformed fragmented sales, service, and reporting systems into a connected, intelligent, and scalable enterprise platform. The new environment supports faster decisions, stronger collaboration, and an AI-augmented sales and service experience that positions the organization for continued growth across its global markets.