

# Top 10 Pharmaceutical Company Goes Social

## PROBLEM STATEMENT

The features and functions of the Salesforce platform that ensure success and a lasting relationship at Life Sciences companies were not being utilized due to compliance concerns, jeopardizing further adoption and continued use of the platform.

## STORY

A top ten pharmaceutical company was in need of a way to overcome compliance hurdles surrounding their use of the Salesforce platform, specifically Chatter free text and call notes. The sales team was constantly requesting to use the full capabilities of Salesforce to communicate more effectively on industry and product specific topics, however compliance repeatedly declined their requests. The company felt they could not properly utilize Salesforce due to a very limited number of words they were permitted to use when posting to the platform, which in turn was hurting their ability to interact and collaborate with others.

## CUSTOMER REQUIREMENTS

- Enable the pharmaceutical sales team to utilize the full capabilities of Salesforce Chatter, free text and call notes, while simultaneously easing the concerns of compliance.
- Archiving capability for e-discovery purposes.
- Easy to use solution that will not interfere with the daily use of Salesforce Chatter.

## SOLUTION

Social SafeGuard worked seamless with the pharmaceutical company's IT and Compliance teams in order to overcome all their compliance and usability concerns. Instead of limiting what employees could say within the Salesforce Platform, Social SafeGuard was used to archive and quarantine all communications that were deemed a violation. By allowing communication freely via Chatter, Social SafeGuard acted as an educational tool in addition to a compliance tool. Social SafeGuard enabled the company to catch and immediately notify the compliance officer of all violations, so there was never harm to the company. Furthermore, the company was able to address all posts that were flagged as violations with the person who posted it in order to clarify why their post was not acceptable and avoid future incidents.

## OUTCOME

The pharmaceutical company successfully implemented Social SafeGuard in order to better utilize Salesforce. This solution was seen as a blueprint that could be replicated throughout other companies within this industry that were facing similar compliance challenges. By utilizing this blueprint, Social SafeGuard began monitoring Salesforce Chatter internationally for the company and from there, Social SafeGuard began to monitor four additional life sciences companies. Through this rapid adoption, Social SafeGuard's time of implementation has been significantly reduced; Social SafeGuard is now able to have the solution up and running in a new company within 24 hours.

The integration of Salesforce and Social SafeGuard at the pharmaceutical company has been seamless. Ten months after the integration, Social SafeGuard caught more than 11,000 violations, none of which resulted in regulatory violations or fines. The integration initially started with 300 users and within ten months they have expanded to over 10,000 users globally. When asked about the use Salesforce Chatter and Social SafeGuard an executive said, "As a global organization we were struggling with communication and allowing our sales team to interact freely with Salesforce Chatter we are better able to create and share information and communicate it within our global organization which is fantastic for us. Because of Social SafeGuard we are able to do this in a compliant environment which allows us to sleep at night."