

ConSol CM: Software for Powerful Business Processes in a Life Science Environment

ConSol CM manages your processes in


- › Sales / Lead Management
- › CRM / Marketing
- › Service / Customer Care
- › Production
- › QA / QS
- › Delivery / Shipment

Your benefits:



- › Control and management of communication processes
- › Central data repository
- › Bring together tasks and responsibilities with minimal administrative efforts
- › Highest efficiency and synergies: interwoven actions of departments
- › Considerable increase of throughput of tasks in a given time
- › Active control of SLAs

Business in a life science company is determined by **extremely heterogeneous processes**, e.g., from lab management and QA/QS through to customer relationship management and marketing. In every-day life, this might carry the risks of SOPs which are not really lived, redundant data storage, and too much time used to retrieve data from different fields.


Heterogeneous Processes under Control: Save Time, Effort and Money


The workflow-based software ConSol  CM integrates and optimizes all communication processes in your company, reduces costs, and enhances the performance of your business.



- › ConSol  CM is a **ticket-based solution** which precisely maps your company's processes in workflows.
- › Processes of different departments are connected-**all transparent** for the user.
- › Easy assignment of consecutive tasks to persons or teams guarantees "**frictionless**" flow of a task through an entire pipeline.
- › **Automatic escalations** free employees of reminders and ensure the observance of SLAs.
- › A **central data repository** for customer and call data as well as for company-specific assets (PCs, DNA sequences...) allows the correlation of each task with all relevant information.
- › Powerful **search and reporting functions** provide helpful input for analyses of different scopes.
- › A **graphical workflow editor** lets you adjust and expand ConSol  CM to current and future requirements.

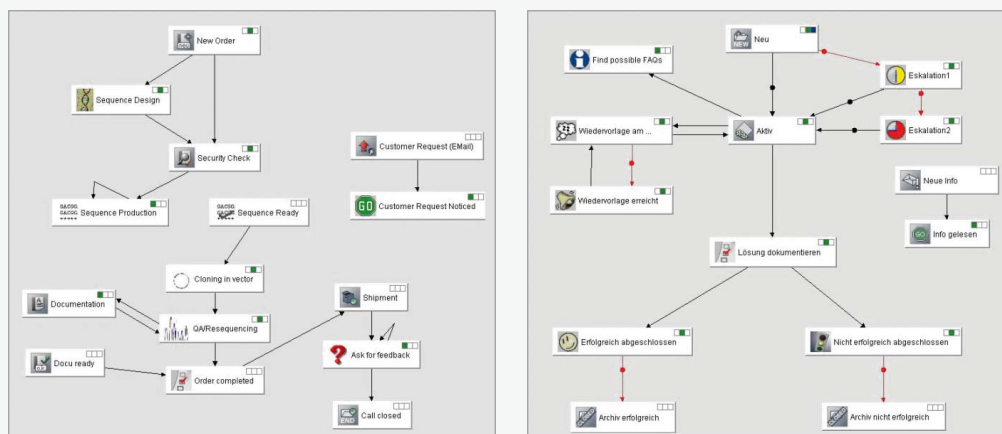
ConSol CM in Detail

- ConSol  CM is a web-based tool with a **highly intuitive user interface**: No extra client software has to be installed, which keeps the training costs low and increases user motivation.
- A **web portal** allows your customers to trace the actions in their calls: This helps to increase your customers' satisfaction and to significantly reduce support times.
- CM/Campaign-Builder, the **campaign management** module, allows easy management of one-time actions and supports, e.g., clinical studies as well as marketing campaigns.
- **Templates** for e-mails, letters and ticket texts allow quick and customer-friendly responses and ensure maximum working efficiency.
- Functions for **automated e-mail transmission** reduce the work load of your employees and free up time to focus on their core tasks.

ConSol  CM can handle input from proprietary systems to create tickets automatically and trigger the required actions, such as:

- create a new ticket from a customer request and assign it to the service team
- create a new ticket from an error message in a production environment and send an e-mail to the responsible engineer
- create new tickets when synthesis of a DNA sequence has been finished to trigger the quality assurance and documentation processes

Data from proprietary systems can easily be assigned to a call using individually configured user interfaces, e.g., data from LIMS systems can be linked to the relevant tasks in every department which needs access to the all data or to a subset.



Example workflows for gene synthesis and service desk processes

Some of our references:

