



Sycor.LifeSciences

The LifeSciences CRM solution
for Microsoft Dynamics 365
Customer Engagement



Cloud first, mobile first

Sycor.LifeSciences provides companies in the life sciences industry with comprehensive basic functions for use in sales and marketing. Fully integrated into Microsoft Dynamics 365 for Customer Engagement, *Sycor.LifeSciences* combines the scalability and flexibility of the cloud with full mobile availability. Your field service employees have full mobile access to the required information and functions at all times and on any device.





Optimal data management

The expanded data model optimizes customer administration for physicians, medical practices, hospitals, and healthcare organizations.

You can also administer customer-specific properties and characteristics quickly and easily. *Sycor.LifeSciences* therefore provides you with all relevant information at a glance.

Administer your sales organization by linking territories, lines, and business units along with the assigned selling teams in Territory Management. This allows you to individually control the assignment and visibility of your customers.

Efficient call management

The organization of call management is a central element of *Sycor.LifeSciences*: In addition to planning customer visits, your field service can record call details such as products, key messages, and feedback in *Sycor.LifeSciences*. Predefined reports are used for controlling and evaluating customer contacts. The flexible solution can be expanded at any time as well, for example if you want to also record sample documentation.



SHOP



HEALTH
INSURANCE



BIG
DATA



The special functions and processes of *Sycor.LifeSciences* include



All features of the D365 Customer Engagement cloud CRM solution

- Can be used online & offline
- For all devices: laptop, tablet, or smartphone
- Easy integration of additional Microsoft solutions: Power BI, Office, Exchange, Skype for Business, SharePoint



Expanded data model for customer administration

- For physicians, practices, pharmacies, hospitals, departments, or healthcare organizations
- Supports the administration of customer-specific properties and characteristics
- Representation of roles, hierarchies, and relationships



Product data

- Allows you to administer your products and promotional items
- Manage core messages and possible responses for active products being discussed



Functions for mapping your sales organization

- Business units, lines, territories, cells
- Assignment of customers to territories
- Control of customer visibility



Call management

- Planning and reporting of customer calls
- Recording visit details: products, core messages, and feedback
- Flexible and expandable, e.g. for sample documentation
- Predefined reports for controlling and evaluating customer contacts

Would you like to learn more?

Then get in touch with us now.

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