



## Pharmaceutical Sales Team

### Safe Connections for Mobile Teams

#### Challenges:

- Efficient collaboration while mobile
- Safety of mobile teams
- Knowing numbers while mobile

#### Benefits:

- Centralized accurate directory
- Reduced liability risk due to traffic accidents
- Employee safety while driving
- Field team productivity

#### Results:

- Reduced directory costs
- Improved mobile safety
- A flexible tool with optional UC features for mobile teams

A 120 year-old global health care company with sales, manufacturing, R&D, and distribution facilities around the world prides itself on developing new products, medicines and technologies to manage the health needs of infants to those in their golden years. With 65,000 plus employees in 50 countries, they are committed to delivering quality products for all their customers around the world. Lyrix has been a partner with this firm for 4 years, initially delivering and managing Lyrix voice mail services and PeopleFind, an advanced speech enabled auto attendant, for their US headquarters and various global office locations.

Initially, PeopleFind did not include the US Mobile Sales force of 6,000+. Looking for tools to help improve the way their US mobile work force communicates and connects, a pilot program was created for them to begin to utilize PeopleFind. Initial comments:

- "I am using it and absolutely love it. I don't have to scrounge for numbers or that corporate directory. Great feature, especially for sales. It is wonderful."
- "I use it when I drive, it's hands free. I say the name, I can record a message without having to key numbers nor hunt for somebody's voicemail number."
- "I enthusiastically support continuing this because I spend 65% of the time traveling across the USA and I'm always on the go trying to find numbers."

Safety was a top priority for the VP who said "one less car accident justifies the investment".

PeopleFind provides the peace of mind of a hands free solution for sales reps on the road, and an easy means to call and message via speech for quick connection with members of their cross-promotional teams and customers.

PeopleFind also became part of a "green initiative" mandated by the Director of Global Telecom services and eliminated the costs and need to quarterly print and publish their corporate directory.

PeopleFind delivers a speech enabled, intelligent corporate addressbook available 24x7x365. No more fumbling for a misplaced printed directory while driving or trying to scroll and click with one hand and drive with the other. The peace of mind of lowering the likelihood of distracted driving is priceless for any firm with a mobile work force.