

CASE STUDY

mediaXsoft

Empowering Pharma Engagements

Richter Gedeon
Transition to
a Omnichannel
CRM Solution



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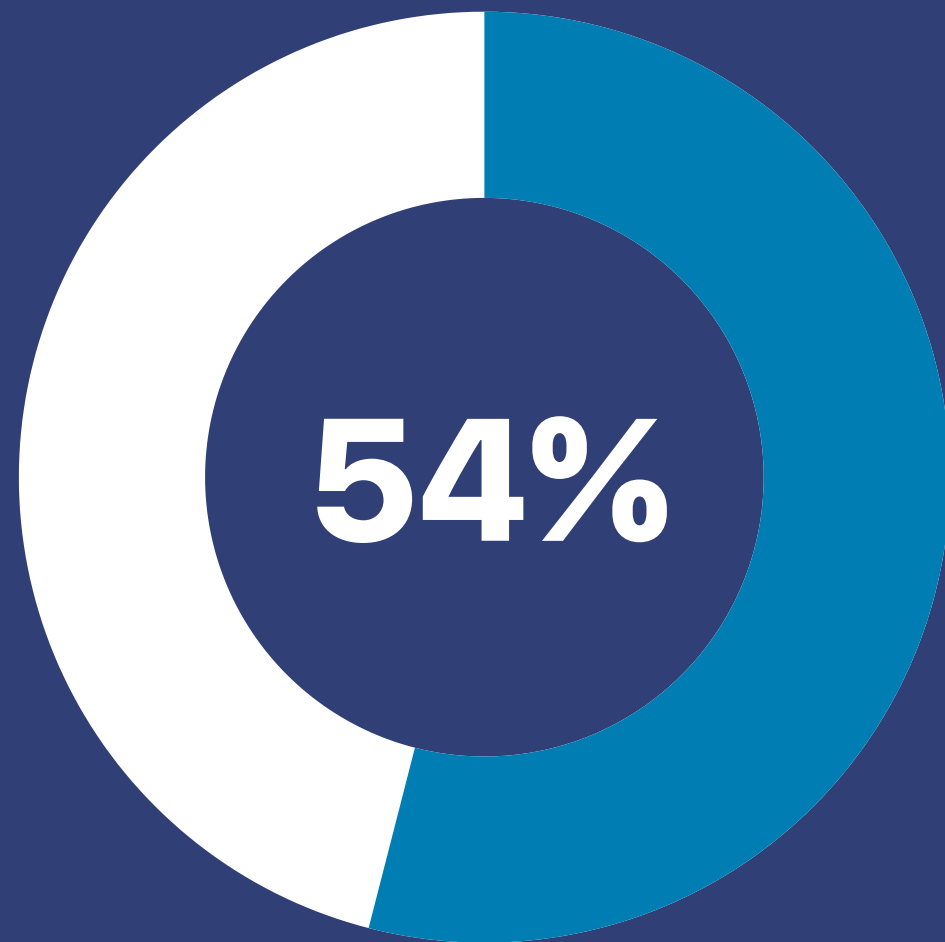
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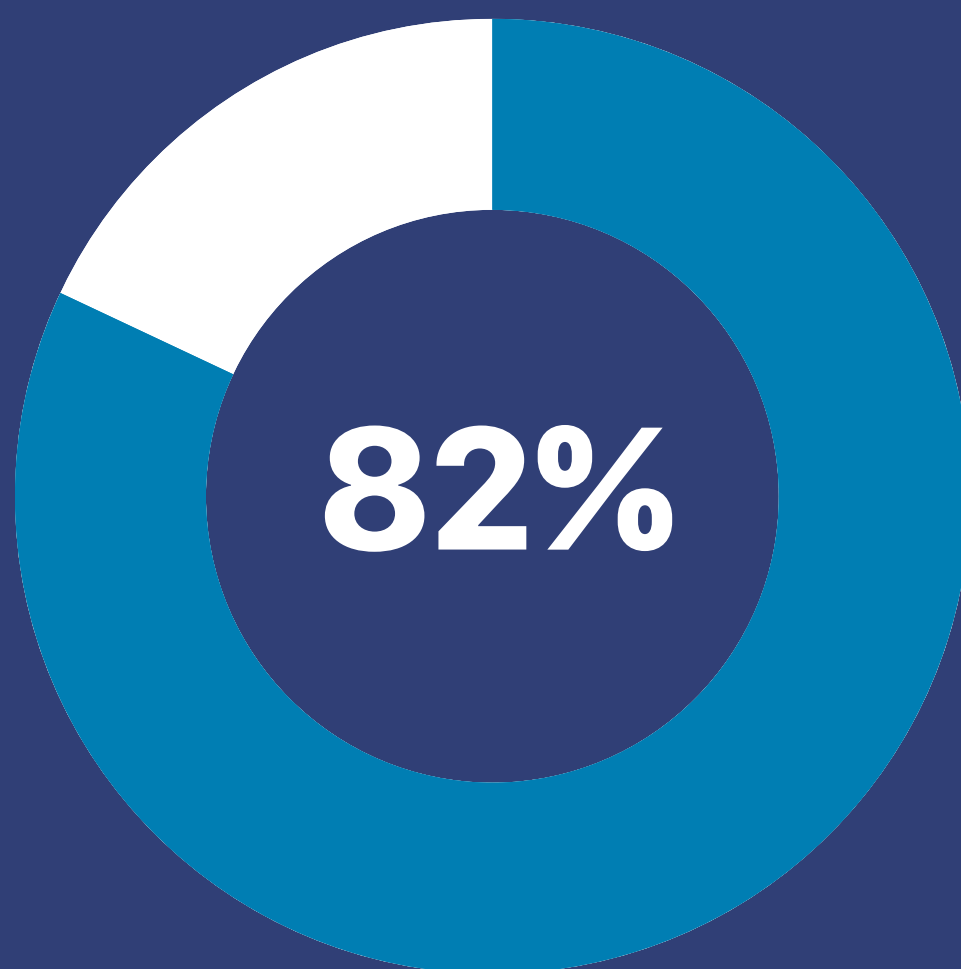
Richter Runs with Media-Soft CRM in more than 15 countries since 2014



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Increase of HCP satisfaction from F2F and other visits from **Richter** field force



HCP open rate of **Send Rep Triggered Emails**

50.000+

Visits and Engagements

Done So far With Media-Soft

CRM from Richter Reps

4.9/5

Satisfaction rate from **reps,**
MSLs and **field users.**

Get in touch:

Contact e-mail

info@media-soft.info

Website

media-soft.info