

2025

CASE STUDY

HEMOFARM'S PERSPECTIVE ON CRM AND AI SOLUTIONS

Hemofarm's perspective on CRM and AI solutions

Introduction

In this case study, we explore how Hemofarm approached key business challenges by implementing our CRM and AI-driven solutions. **Miroslav Tomić, Coordinator of Business Intelligence & CRM at Hemofarm**, shared his perspective on how these tools supported their strategic objectives, enhanced internal workflows, and delivered measurable outcomes.

Through a series of guided questions, Mr. Tomić provided thoughtful insights into both the challenges encountered and the real-world impact of the solutions. His responses underscore the importance of aligning digital tools with business needs in the ever-evolving pharmaceutical industry.

We are grateful for Hemofarm's trust and collaboration, and we truly appreciate the time and insight contributed to this case study.

12+

Years with Us

6.6 billion

Units sold yearly

30+

Markets

1400+

Employees



Hemofarm

Challenge: Laying the foundation for structured CRM practices

Before the implementation of Media-Soft's CRM and AI solutions, Hemofarm faced the fundamental challenge of building a structured and data-driven approach to customer relationship management.

At the time, there was no standardized CRM in place, which meant that key processes such as field force management, customer segmentation, and performance tracking were not centralized or efficiently coordinated. The absence of a unified platform made it difficult to ensure consistency across teams and to access reliable, real-time data for decision-making. This lack of structure not only limited visibility but also hindered strategic planning and responsiveness.

The implementation of the CRM system marked a turning point, not just a technological upgrade, but a broader cultural and operational transformation in how Hemofarm approached customer engagement and internal collaboration.

Before: Fragmentation

Key processes were uncoordinated, and data access was slow and inconsistent across teams.

After: Structure

CRM enabled streamlined workflows, faster decision-making, and centralized, real-time insights.

Goals and expectations: enabling data-driven decision making in the field

The primary goal of the CRM transformation at Hemofarm was to empower field associates with real-time access to relevant data, enabling them to make informed business decisions in dynamic, fast-paced environments. In the pharmaceutical industry, where timing and context are critical, the organization required a system that would support agility, accuracy, and autonomy in the field.



1. Communication Standardization

The CRM solution was expected to unify how information flows across teams. This would ensure consistency in customer interactions and internal reporting structures.

2. Smarter Planning and Insights

Improving territory planning and enabling actionable insights were key priorities. The goal was to help teams focus their efforts where they matter most, guided by reliable data.

3. Scalability and Integration

It was essential that the system could scale across departments and markets. Seamless integration with existing BI tools and adaptability to evolving processes were crucial for long-term value.

Implementation experience: Smooth, structured, and supportive



Smooth Execution

The implementation process was well-organized, efficient, and executed with a high level of professionalism.



Expertise and Industry Understanding

Media-Soft's team brought strong project management skills and a deep understanding of both technical and pharmaceutical industry-specific needs.



Clear Communication and Timely Delivery

Transparent communication, respect for deadlines, and proactive issue resolution ensured a seamless and stress-free rollout.



Fast Adoption and Collaboration

Customized training programs enabled rapid user adoption, while the collaborative approach fostered strong engagement across all involved teams.

Collaboration and project execution: a precisely guided process

The success of the implementation was a result of precise coordination and strong partnership between Hemofarm and Media-Soft. All tasks were scheduled within defined intervals, allowing for consistent progress and effective oversight.

Importantly, the implementation was shaped according to Hemofarm's business needs rather than a predefined template. This made the solution not only functional but also relevant to internal workflows, increasing user engagement and long-term value.

What stood out?

Balanced and flexible collaboration

The collaboration stood out for its balance of structure and adaptability. While the implementation followed a clear and well-defined plan, it remained open to feedback, with Hemofarm's input actively incorporated at every stage.

Dedicated support and human touch

The Key Account Manager played a vital role in the project's success. His supportive, straightforward, and solutions-oriented approach added not only technical value but also a personal connection that strengthened trust and team satisfaction.

AI at Hemofarm: adoption, usage, and potential

Strategic AI Adoption (in progress)

AI integration is currently being evaluated by internal teams to ensure long-term strategic fit. The focus is on aligning functionality with real workflows, compliance needs, and measurable business outcomes.

Practical use cases (selective and growing)

AI has been used in selected scenarios with visible value, but Excel OLAP remains the primary tool for analytics. There is clear potential for AI to reduce manual tasks and accelerate insight generation in the future.

"Ask Nikola" Assistant (operational support)

The Smart AI Assistant is already assisting users in retrieving key data such as customer profiles and sales summaries. Its speed and simplicity make it especially useful in time-sensitive decision-making.



Most used modules: Analytics, Marketing Journey, and Surveys

The most frequently used modules at Hemofarm include:

Analytics

which supports performance monitoring and strategic decision-making.

Marketing Journey

which helps coordinate and execute structured campaigns.

Surveys

which offer valuable feedback for continuous process improvement.

Together, these modules play a crucial role in both tactical and strategic business activities.

The CRM and AI solution has fully met and, in several aspects, exceeded expectations.

It has delivered not only the expected operational benefits but also strategic value in supporting better planning, collaboration, and future readiness.

Hemofarm has identified the following as key strengths of the CRM solution based on their implementation experience.

SCALABLE ACROSS MARKETS

Successfully implemented in multiple countries, combining global consistency with local adaptability.

RELIABLE AND INTUITIVE PLATFORM

Stable and user-friendly in daily use, with potential to enhance performance through faster data infrastructure.

HIGH LOCAL ADAPTABILITY

All locally defined requirements were implemented effectively, showing strong system flexibility.

SEAMLESS FIT WITH INTERNAL STRUCTURE

Fully aligned with Hemofarm's organizational logic and workflows, requiring no major adjustments.

MEASURABLE BUSINESS IMPACT

Clear improvements in time efficiency and targeting accuracy already seen across teams.

Conclusion: Driving tangible growth through data and collaboration

The implementation of the CRM and AI solution at Hemofarm has contributed to both operational efficiency and long-term strategic growth. By enabling more structured workflows, smarter targeting, and real-time access to data, the platform has changed how teams work and collaborate.

The adoption of key modules such as **Analytics, Marketing Journey, and Surveys** has supported the development of a performance-driven culture. Insights are now easier to access, faster to apply, and more aligned with business goals.

Although AI usage is still in its early stages, the foundation is strong and expectations for future impact are high. As Hemofarm continues to evolve, the CRM system stands as a central enabler of innovation, scale, and continuous improvement.