CASE STUDY
Driving Transformation with CRM and AI with ALKALOID d.o.o. Croatia

2025

Respondents:
The survey was completed by the Sales & Marketing team from the Croatian market
Alkaloid d.o.o., Slavonska avenija 6A, Zagreb, Croatia

media soft
An upliift company

ALKALOID

We wanted access to all data at any time. **That was our vision from the start.**

Introduction

The pharmaceutical industry today is defined by rapid change, constant innovation, and the growing need for smarter, faster decisions. Access to data, speed of decision-making, and the ability to respond quickly to changing market needs are no longer optional. They are critical for business continuity and growth. Companies that can streamline operations and empower their teams with intelligent tools stand at a distinct advantage.

For ALKALOID d.o.o., a leading pharma company from Zagreb, Croatia, limited access to information created barriers that slowed down performance and increased unnecessary dependencies.

This case highlights the collaboration between ALKALOID d.o.o. from Zagreb, Croatia and Media Soft, showcasing how the partnership enabled a CRM and AI-driven transformation. Together, they empowered teams to overcome barriers, unlock data-driven efficiency, and establish a strong foundation for long-term success.
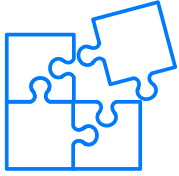
The challenges before transformation

What were the main challenges ALKALOID faced before embracing CRM and AI-driven tools?

Before implementing the new CRM/AI solution, ALKALOID's field teams faced a fundamental obstacle: limited access to data.

While the company had information scattered across systems and reports, the lack of a unified and accessible platform created bottlenecks in everyday work.

For field force managers and business operations specialists, this challenge meant:

- **Slower decision-making:** Teams often needed to wait for reports or external input instead of making real-time decisions.
- **Reduced efficiency**: Tasks that could have been automated or simplified required manual workarounds.
- **Operational friction:** Valuable time was spent contacting support or searching for answers rather than focusing on strategic goals.
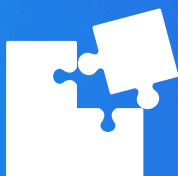
In pharma, where timing, compliance, and accuracy are paramount, these inefficiencies translated into missed opportunities and additional pressure on teams.

Goals and expectations from the transformation

Recognizing the need for a smarter approach, ALKALOID set a clear objective: to gain access to all critical data at any time, across teams and roles.

This goal was not only about convenience. It represented a cultural shift toward transparency, agility, and empowerment. The vision was to ensure that field managers, business operations, and leadership could make decisions backed by real-time insights rather than retrospective reporting.

THE COMPANY'S EXPECTATIONS FOR THE NEW CRM/AI PLATFORM WERE CENTERED ON THREE PILLARS:

- **Data accessibility** breaking down silos and ensuring 24/7 visibility into relevant information.

- **Operational efficiency** streamlining workflows, reducing manual tasks, and empowering staff with the right tools.

- **Scalability for the future –** implementing a system that could grow with organizational needs, adapt to local structures, and eventually expand across multiple regions if required.

"For us, it wasn't just about implementing another tool. It was about giving our people the ability to act with confidence, knowing they have all the information they need in one place."

A Smooth Implementation Experience

The path from vision to reality is often marked with hurdles. For ALKALOID, however, the implementation of the CRM solution was described as "**excellent'', smooth and well-managed."**

The key to this success lay in a carefully structured rollout that combined technical expertise with open communication. Rather than overwhelming teams with complexity, the implementation was approached in phases, with attention given to training, support, and ensuring every function aligned with local needs.

The collaboration between ALKALOID and Media-Soft stood out for three main reasons:

- **Pleasant communication –** a partnership built on trust and openness.
- **Quick problem solving –** issues were addressed rapidly, minimizing disruption.
- **High expertise –** the implementation team demonstrated deep knowledge and a proactive approach.

This combination not only accelerated the rollout but also built confidence among ALKALOID's staff, ensuring that adoption was not met with resistance but with enthusiasm.
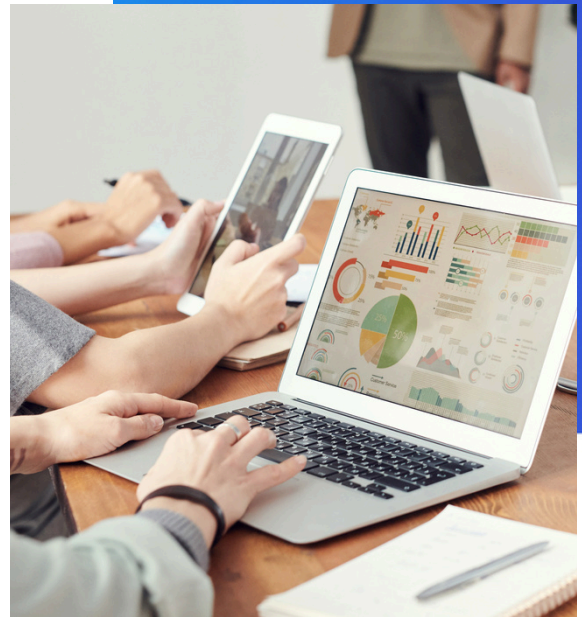
When asked to explain why they rated the process so highly, ALKALOID's team responded simply: **"It was well implemented."**

Behind those words, however, lies an important truth, when technology adoption feels seamless, it allows employees to focus on outcomes rather than on overcoming obstacles.

Harnessing AI in Everyday Operations

The introduction of AI was not just a technological upgrade for ALKALOID; it was a shift in how teams approached problem-solving.

Instead of relying on external support or lengthy internal processes, managers suddenly had a digital assistant ready to provide immediate answers.
The feature that truly stood out was Ask Nikola, the built-in Smart AI Assistant. For ALKALOID's team, this wasn't just a novelty — it became an everyday companion in the workflow.

"It offers a solution immediately. Faster problem solving."

One of the most telling examples came when the team needed to add a new city, including its postal code, into the system. Instead of contacting support, waiting for a response, and risking delays, the managers simply asked Nikola:
"How do I add a new city (ZIP + city name)?" The assistant responded with a step-by-step guide, and within minutes the task was completed.

This type of interaction illustrates more than convenience. It represents a change in how teams experience technology: moving from dependency on external experts to self-sufficiency.

By empowering users to solve issues independently, the AI assistant not only saves time but also builds confidence.

Measuring the Impact of AI

While the overall rating of AI's impact on CRM experience was a moderate 3 out of 5, the benefits already observed are significant. For ALKALOID, Ask Nikola provided:

- **Faster access to insights –** less time spent searching for solutions.
- **Reduced reliance on support teams** – freeing resources and lowering operational overhead.
- **Improved decision-making** – immediate guidance enables managers to act quickly.

For a company that operates in highly regulated and fast-paced environments, this dependability is not a minor detail — it is a foundation for trust. Teams know they can rely on the system to work as intended, without downtime or unexpected complexity.

The team acknowledged that the AI journey is still at an early stage, with room for future improvements. Yet even in its current form, the assistant has created measurable value by streamlining everyday processes.

System Usability and Stability

Beyond AI, the broader CRM platform itself has proven to be reliable. ALKALOID's managers rated the system's usability, performance, and stability as **"very good."**

This evaluation highlights two important aspects:

1. **The system performs consistently under daily operational pressure.**
2. **It adapts well to local organizational structures and needs.**

Observed Results and Key Benefits

Since implementing the solution, the most visible improvement has been greater efficiency in everyday operations. Managers point to Ask Nikola as the standout feature, emphasizing how it saves time and helps resolve questions without escalation.

Even though ALKALOID has not yet expanded the solution across multiple markets, the foundations for scalability are in place. The adaptability of the system suggests that when expansion comes, it will support a smooth rollout across regions.

Other measurable results include:

- **Time savings –** less back-and-forth with support teams.
- **Operational confidence** – users feel empowered to handle challenges directly.
- **Alignment with local needs** – the system fits naturally into existing workflows.

Meeting the Original Expectations

When ALKALOID d.o.o. embarked on this journey, their expectations were simple yet transformative: provide access to all data at any time, ensure stability in daily operations, and create a system that empowers rather than burdens its users. These goals have been fully met.

"It met our expectations. That's the most important thing — the system does exactly what we need it to do."

Field Force Managers and Business Operations Specialists who previously struggled with fragmented data are now equipped with a unified platform that supports faster and more confident decision-making. The seamless access to information has reduced operational delays, improved targeting accuracy, and allowed staff to focus on strategy instead of troubleshooting.

The team's assessment reflects this success: the solution is seen as very good in usability, performance, and adaptability, proving that the platform aligns with both organizational needs and local market conditions.

Outlook: Building on a Strong Foundation

Looking to the future, ALKALOID is positioned to expand its CRM/AI capabilities in several promising directions.

1. **Deeper AI Integration -** as the technology matures, modules such as AI Routing, Marketing Journeys, and Targeting could unlock even greater value. Expanding AI beyond problem-solving into predictive analytics and scenario planning would enable managers to move from reactive to proactive strategies.
2. **Scalability Across Regions** - while the current rollout has focused on specific markets, the adaptability of the system ensures it could be deployed across multiple geographies. For a company with ALKALOID's footprint, this scalability could harmonize operations regionally while respecting local needs.
3. **Continuous User Empowerment** - perhaps the most important future direction is cultural. The more teams experience independence through tools like Ask Nikola, the more confident and innovative they become. This cultural shift is the true measure of transformation: technology as a catalyst for people to do their best work.

> *"No additional changes are needed for now — the system meets our current needs. But it also gives us confidence that we're ready for what comes next."*

A Closing Word

The story of ALKALOID d.o.o. illustrates how clear goals, a smooth implementation, and the smart use of AI can transform an organization. Limited data access once hindered efficiency; today, information flows seamlessly. Dependency on support once slowed operations; now, an AI assistant accelerates problem-solving.

The solution has not only met expectations but also created a strong platform for future innovation. While challenges will always exist in a fast-moving industry, ALKALOID has demonstrated that with the right tools and the right mindset, technology can be a partner in achieving operational excellence.

With data and AI now embedded in everyday workflows, ALKALOID stands ready to embrace the next chapter of digital transformation — one where scalability, adaptability, and intelligence drive both efficiency and growth.