

The strength of relationships

A modern conception of customer relationship management also at the service of the pharmaceutical world

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Stefano Clima

“In over fifty years of experience we helped over 1500 companies to reach their business objectives in more than 58 different commodity sectors. Over 50,000 people, in their company structures and on the market, attended our training courses whose common denominator is represented by the persuasive communication both inside the organisation and between the company and the market. In May 1980 we introduced in Italy the telemarketing, offering to the company an outstanding tool to increase the efficiency of their commercial action”. This is how Ugo Clima, president of Mercurio Misura, a company specialised in the relation-

ship marketing, starts his interview. Leading the company, the managing director Stefano Clima, points out that, over the last five years Mercurio Misura has reached a two-digit growth rate. One of the company strong point is its capacity to help companies, traditionally focused on the product, to become customer oriented. The team of the company from Milano identifies and qualifies the demand, finds new customers and arranges appointments for a sale network, loyalizes the old customers creating customised relationship aimed at improving the image of the company. This makes it easier to widen the range of the products sold, increa-

sing the turnover per customer. “Over the last few years all the tools used for the company communication have lost their efficiency: advertising, with its dissipation; sale networks passively relying on unacceptable position revenues that often consider the search for new customers as expensive and hard”, explains Ugo Clima. “Since we have started supplying our customers with the first Italian telemarketing structure, he adds, many things have changed: nowadays the telephone has integrated with the web and other channels obtaining amazing results”. Mercurio Misura gave substance to the “customer relationship management” by simply integrating what it had always done with cutting edge technologies. “Among the factors ruling over the relationship with the customers only one represents the analytic Crm: the database, that is the software. All others, including sale force, telephone, mailing and web are considered pure communication and they are the only ones that can obtain results. Our job is the operational Crm”, underlines Stefano Clima. Mercurio Misura includes the pharmaceutical sector among the heavily growing industries. “For some companies we perform remote sales on the whole drug price list, using multimedia system which reduce by two third the sale costs”, explain the managers. Customers must be found, qualified, seduced, maintained and made profitable. Mercurio Misura pursues this end with such a success as to include among its customers Artsana, Bayer, Roche, AstraZeneca, Dicofarm, Folletto, Eurotec and many others. “The real difficulty, concludes Stefano Clima, is that we don’t sell “services”, but “working methods”. This because the real issue does not concern “what to do”, one way or another everyone can do it, but “how to do” it. It is a question of method”.