

ERROR-FREE REBATE PAYMENTS

Maintain steady revenues and customer loyalty with a rebate solution that eliminates manual processing mistakes

A major worry for animal health pharmaceutical manufacturers is the risk of calculating rebate payments inaccurately. Unfortunately, this potential threat arises anytime manual intervention is introduced into the rebate process via methods such as spreadsheets. Incorrect rebate payments can create a plethora of difficulties including angry customers, wasted time and at the very worst - loss of revenue.

Access to a rebate management tool that eliminates the need for human intervention and therefore, the chance of human error, is key. An automated rebate system that does away with error-inducing processes so that rebate calculation accuracy isn't left to chance.

Proagrica explored the advantages across the entire supply chain of such a rebate management tool for animal health pharmaceutical manufacturers.

Inaccurate rebate payments cause problems

If a customer receives an incorrect rebate payment once, but it never happens again, that customer would most likely be forgiving. However, if that same customer receives incorrect payments more often than not, chances are the customer would lose patience and understanding fast. What if this issue repeats itself with not just one customer, but many?

Consider the financial havoc that this scenario could wreak on your global business. And what about its impact on your reputation?

Producing erroneous rebate payments not only angers and frustrates customers, but it also begins to erode their trust in your competency. The erosion of that trust combined with your customers' dissatisfaction would encourage them to take their business elsewhere.

Lost business equals lost revenues.

This situation may sound painfully familiar if spreadsheets are a regular part of your rebate processing system. The risk of human error is always lurking when data is manually worked.

Compounding the problem, once these errors have been discovered, the burdensome task of reconciling and correcting them begins. The time and costs involved in settling these disputes can be substantial.

Likewise, with the volume of sales data that's received from external and internal sources, managing this master data and calculating who is owed what can quickly become an overwhelming proposition, especially if done manually in a spreadsheet. Due to the time and effort that's spent to

work through the data and calculate the numbers, overall productivity can falter, increasing the amount of resources involved in the extensive process.

Manual processing is a band-aid for rebate tools not up to the task

You may wonder, if manual processes are so detrimental, why use them? One reason for their inclusion is to circumvent inadequacies in a rebate system that is not built to manage the complexities of animal health pharmaceutical sales.

For example, a manufacturer may be required to use a parent company's rebate tool that is designed to support a human health rebate program. In this case, it's unlikely that the needs and business requirements specific to the animal health manufacturer would be successfully met with such a system.

Or perhaps the manufacturer is using a rebate solution that is an 'off the shelf' product, one that provides only standard functionality and minimal, if any, customization to meet the specific intricacies of that manufacturer's process. With an inflexible product such as this, it's

understandable that workarounds involving spreadsheets would come into play to fill in the gaps left by the "one-size-fits-all" tool.

How to achieve an error-free rebate calculation environment

An automated rebate solution designed to specifically support your animal health organization's unique business needs is the best approach. When a manufacturer can control and manage their data from beginning to end with checkpoints along the way for reviewing and adjusting, the likelihood of errors becomes very slim.

"Preventing miscommunication and as a result boosting customer loyalty is a huge benefit when companies create a more engaging and intuitive experience"

Richard Sibbit,
Head of Animal Health at Proagrica

For a global company with revenues in the billions, avoidance of costly mistakes is a priority.

Proagrica's rebate management tool for accurate, automated rebate payments

Proagrica's rebate management solution is modular in approach, providing an ecosystem for animal health manufacturers and their customers, enabling control of all aspects of the rebate management chain.

Because the solution manages the whole end-to-end process with automation and data integration, it excludes the need for error-prone manual processes.

Our platform provides 60% of the rebate management framework, while 30% originates from the manufacturer's unique business requirements. The remaining 10% is innovation we recommend to our

customers for improved, streamlined processes, and value-added tools.

Proagrica's rebate management solution is the central repository of all the rebate tools, as well as the engine that oversees all master data, rebate program eligibility data, and calculates rebates earned and due.

Our animal health customers include manufacturers and buying groups in the US, EU, and APAC markets. Over the past 20 years, the evolution and development of our rebate tools has been sparked by the various animal health and agricultural initiatives we've worked with.

Contact us today to learn more.

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