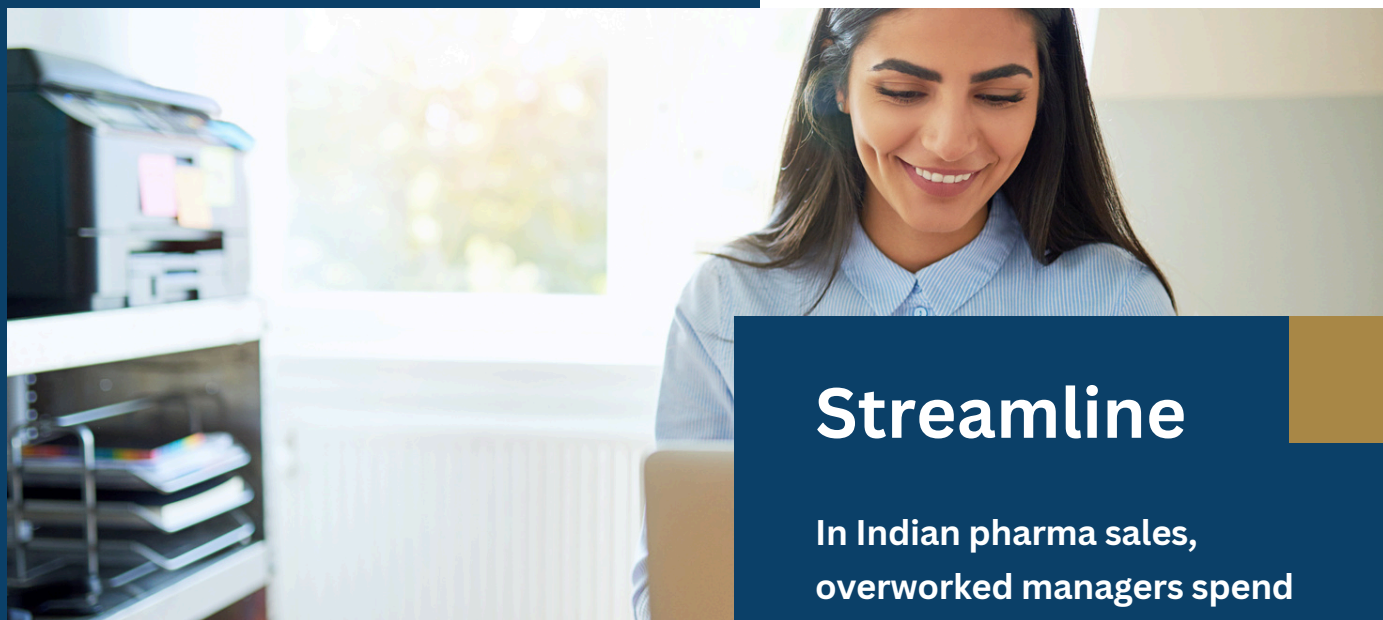


WEEKLY NEWSLETTER

INDITECH FOR INDIAN PHARMA
MANAGERS



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Streamline

In Indian pharma sales, overworked managers spend 40% of their time on avoidable admin.

This issue helps you reclaim that time for meaningful work.

Operational Excellence: Streamlining Without Losing the Human Touch

In Indian pharma management, operational excellence is often mistaken for endless reporting, rigid processes, and mechanical checklists. But true excellence means simplifying workflows while preserving personal connections with reps, doctors, chemists, and internal teams. This issue shows how smart managers optimize operations without becoming cold administrators.



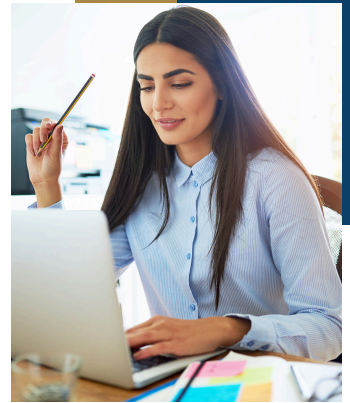
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Turn clarity into action.

Inside The Issues

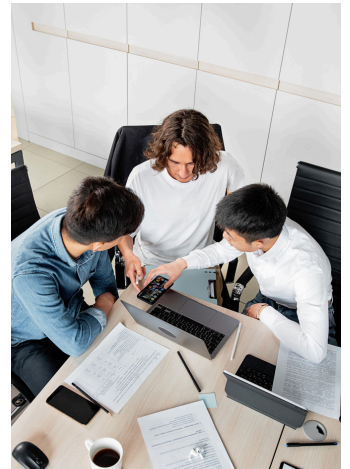
- **Automate the Routine, Personalize the Critical**

Smart managers automate tasks like rep attendance, reporting, and sample stock checks — but stay personally involved in critical touchpoints: doctor issue resolutions, rep recognition, and high-stakes decision calls.



- **Standardize What Should Be Standard, Not Everything**

Use clear SOPs for expense claims, leave requests, and reporting. But avoid over-systemizing field coaching, customer relationship management, and conflict handling — these need human nuance.



- **Lead with Visibility, Not Control**

Operational excellence is not micromanagement. Great managers make sure they're present for the moments that build trust: surprise field calls, check-in WhatsApps, and honest coaching conversations.



Your Action Tools This Week

Checklist: 5 Questions Before Adding Any New Process

- Will this save time for the rep and the manager?
- Can it be automated or template-based?
- Does it remove unnecessary approvals?
- Will it improve the doctor or patient experience?
- Is it replacing a personal relationship with a system? (If yes — rethink)

Template: Daily Ops Priority Dashboard (for Managers)

Use this simple dashboard to track and declutter your daily workload.

Priority	Task	Who Owns It	Status	Notes
High	Pending stock transfer	RSM	In Progress	Follow-up today
Medium	Expense claim approvals	Manager	Completed	5 pending
Low	Feedback report filing	Rep	Done	Confirm receipt

Worksheet: Ops Process Audit (Do This Monthly)

Review this monthly with your team to simplify workflows.

Process	Does It Save Time?	Is It Needed?	Can It Be Automated?	Keep / Improve / Drop
Daily call report	No	Yes	Yes (CRM app)	Automate
Stock entry approval	No	No	-	Drop
Rep weekly coaching log	Yes	Yes	No	Keep



Field Insight: A Real-Life Example

An Area Manager from Jaipur replaced daily WhatsApp attendance check-ins with geo-tagged CRM punch-ins. He then used that saved time for 2 extra rep coaching calls per week. Result: 18% increase in rep coverage within a month. Automation freed time for what mattered — human connection.

Final Takeaways

- Automate low-value processes, stay human on high-value moments.
- Operational excellence isn't control — it's clarity, simplicity, and empathy.
- Use checklists, dashboards, and audits, but never lose your field feel.



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