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BRIDGING THE DIGITAL GAP │ FIGHTING CANCER
Kalbe case study

The scope
Bridging the digital gap

Cancer is a major health problem in Indonesia and cases have grown by 130% in the past 5 years. This problem is further aggravated by the fact that Indonesia is a large archipelago of around 17,000 islands and a population of over 260 million. This means less accessiblity to early detection methods, supplements and awareness.

Indonesia, as a country is unique because slow internet and high data costs have made SMS the preferred method of communication.

Kalbe, the leading pharmaceutical in Indonesia, knew that their supplements specifically designed for cancer patients could help. However, they needed to reach out to a very non-digital savvy target market, including elderly patients with mobility issues.

They needed a partner that could help them bridge the gap and reach those that needed it the most.
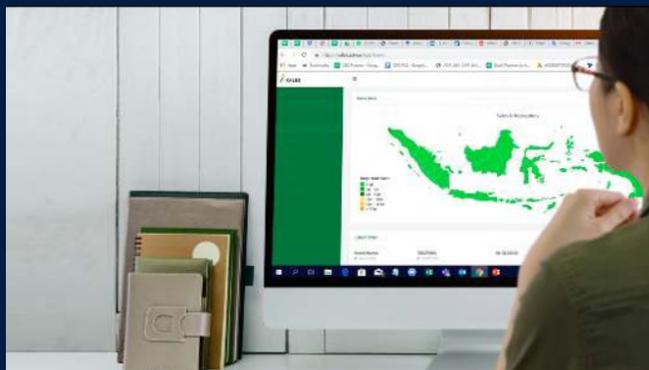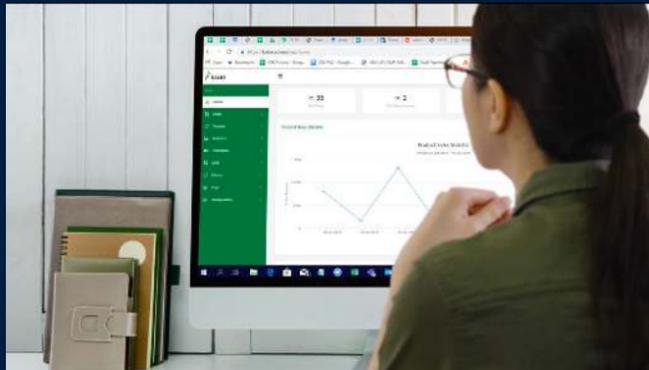
The solution
Bridging the digital gap

The approach was to combine data and technology to create a simple solution; reach them with the channel they were already comfortable using – SMS. Together with **ADA**, **Kalbe** managed to make the process as seamless as possible for their customers. Each purchase came with a simple thank you message, which was followed up with a reminder once it was time to refill. With this simple solution they were also able to simplify the refill process using USSD[1] as a channel to place orders.
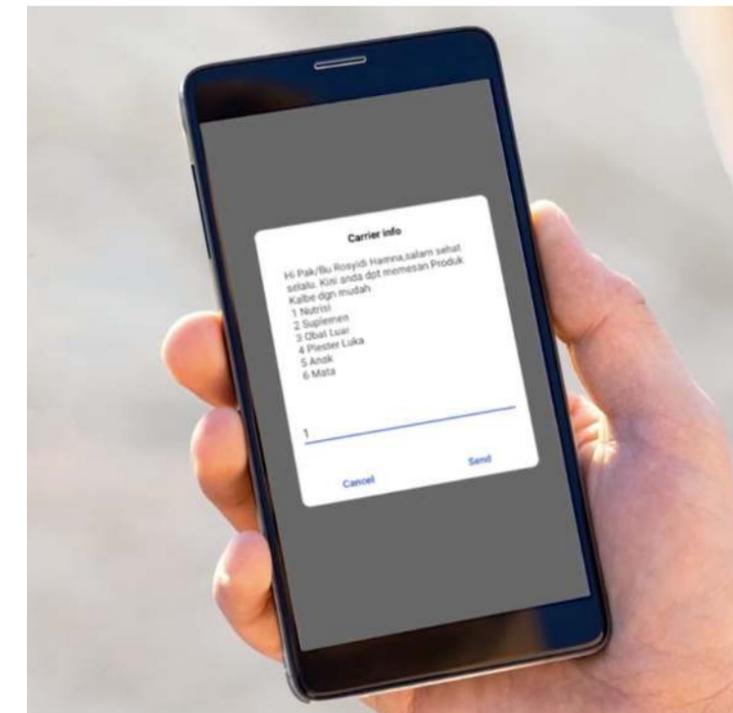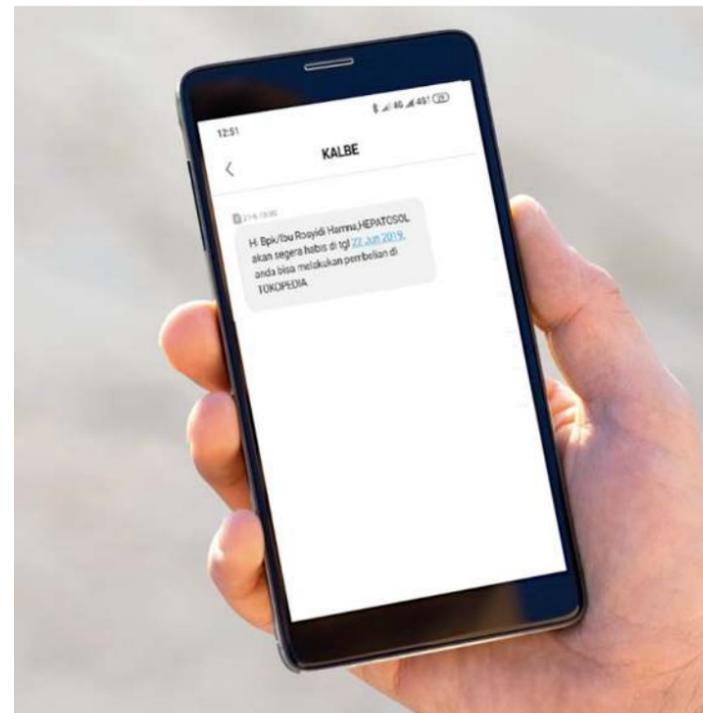
[1] USSD stands for Unstructured Supplementary Service Data – using any kind of mobile phone, users can place their orders by simply dialing a USSD code then selecting the number which corresponds to "paybills".

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Real-time customer data

Beyond the solution

While it was now easier to reach **Kalbe**'s customers, they still relied on manual methods of managing them. **ADA** then took the solution one step further and changed that.

ADA created a CRM platform for **Kalbe**. This meant the ability to manage sales performance, promotions, user profiles and even a rewards system through multiple communication channels all through a single dashboard. They could also track individual customer journeys in real time: what they consumed, how often, their location and time, and reach out to them accordingly.

The ADA advantage

ADA had the advantage of an unmatched data source that connects data from XL, Telkomsel and Indosat which effectively reaches around 90% of Indonesians. By leveraging on our data **Kalbe** was able to target the right customers with the right messaging. Differentiating returning and one-off customers to serve them with different promos.

We were able to combine the capabilities of data and technology and create a full long-term solution for **Kalbe**. By going deeper into the problem **ADA** was able to create a system where we could cut through the hassle and challenges their customers were facing. We provided a solution that was not only the most convenient for the customers but also one that worked for the business.

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The future

Through this highly collaborative partnership **Kalbe** plans to continue to extend the integration of **ADA**'s capabilities to further improve production and stock management. We will continue to help **Kalbe** reach a specific set of customers with a very crucial need - all with the power of data.

> " Thank you **ADA** for being our partner in implementing this CRM platform and helping us contact customers that we could not reach otherwise. With their help, we were able to significantly optimise operations, communications and other parts of the business. But most importantly we used technology and data to help people in need.
>
> - Erwin Suyanto, Creative Digital Officer at PT Kalbe Farma, Tbk. "

The stats

With the integration of the data that **ADA** has, **Kalbe** saw a 30% increase in revenue. By reaching out to non-tech savvy customers through SMS their returning customers increased by 50%, (a 40% improvement from before).

40%
increase in returning customers

30%
in revenue

The CRM platform that **ADA** implemented helped not only in the tracking of individual customer journeys but also improved the management of supply distribution and logistics. This helped optimise spend, reduce cost and improve overall finances for **Kalbe**.

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Contact us

email: info@ada-asia.com

ada-asia.com

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