

# TEVA CASE STUDY



“It is vital that we get the materials out to our sales teams as quickly as possible. Any time spent waiting around for deliveries is dead time so we need a logistics partner we can rely on and who proves each day that they can deliver to high service level agreements. We are very happy with the service from ByBox and feel it gives us an edge over our competitors.”

Becky Robson, Teva

**Teva is one of the world’s top 20 pharmaceutical companies and a leader in the development, production and marketing of generic and proprietary branded pharmaceuticals. It has a large presence in the UK and around 80 field sales reps out on the road supporting customers and promoting its products.**

## the situation

The Teva field sales reps have a wide area to cover, visiting customers and delivering the various materials to GP surgeries and hospitals. It was felt they could be more productive and be spending more time with their customers if they weren’t subject to the inevitable delivery delays they were experiencing. So they contacted ByBox nearly four years ago to look at how things could be improved.

## the solution

Teva items are warehoused in the ByBox central hub in Coventry. The Teva sales reps order their required materials online, orders received by 11pm are transported overnight and delivered into the sales rep’s nominated drop box by 8am the following morning. Teva managers can log onto the ByBox system and see in real time the stock levels of items. Items low in stock can be reordered with their suppliers as required who deliver these items to ByBox. These are then logged onto the ByBox Thinventory™ system ready for the

next order.

Teva sales reps indicate which of the company’s dedicated box locations they want the shipment sent to at the time of placing the order and it is then a simple matter for them to travel to the box, remove the contents and continue to their next call.

They can build the visit to the drop boxes into their daily schedule, knowing the required items will always be available for collection after 8am. And they know exactly when an item will arrive after placing the order, so they can plan customer visits more flexibly. This is augmented by an automatically generated text message from ByBox alerting them that a delivery has been made and which box it is in, so the rep only needs to visit the box when they know a delivery is there to collect.

In the meantime, Teva can access the ByBox tracking system and monitor the progress of all order movements. Every shipment is tracked through every stage until final delivery into the box and the time of its collection recorded. Teva therefore is in a much better situation than previously in knowing what materials each rep has got and if necessary, they be able to coordinate their movements to take account of specific requirements or changing circumstances.

## the benefits

- Teva has more control and visibility of stock
- Sales reps are more productive
- Has added a new level of stock flexibility for Teva
- Any time spent waiting for deliveries is dead time so the flexibility of being able to collect 7 days per week helps Teva to deliver high service level agreements
- Convenient for the reps and for Teva.

**We can manage your whole supply chain process from start to finish.**

Contact us now...

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