

Biostar to establish call center for new B2C platform

09 August 2012 | News | By BioSpectrum Bureau

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Singapore: Biostar Pharmaceuticals, a PRC-based manufacturer and marketer of pharmaceutical and health supplement products in China for a variety of diseases and conditions, will establish a call center as its new business to customer (B2C) sales platform.

Within the next 30 days, the company will open, staff and equip a call center in Xianyang. Operators assigned to this call center are all professionally trained sales staff that will be mainly responsible for answering customer calls and accepting orders.

Mr Ronghua Wang, chief executive officer and chairman, Biostar, said, "Promptly after receiving the approval from Xianyang State Food and Drug Administration (SFDA) authorities to resume sales of gel capsule products, our management team met to design, develop and implement a plan to accelerate the recovery of the gel capsule segment of our business. As previously announced, our employees are working overtime and we have added a second shift to ramp up production and handle expected increased customer demand going forward. We also initiated an aggressive advertising campaign, including medical journals and health magazines, to rebuild consumer and physician confidence in our products."

He added the B2C call center adds a new dimension to the company's sales model as it is an innovative measure in the PRC pharmaceutical industry. The call center will inform customers about drug promotions, introduce new drugs, take and handle order fulfillment. "The call center staff will contact customers as the refill date approaches. Additionally, in order to improve after-sale service, our trained call center personnel will gather customer feedback on its experience using our drugs and, if desired, also connect them with doctors for further consultation. We believe these services should enhance customer confidence in and loyalty to our products. We hope that this measure will provide an additional boost to the company's sales efforts going forward," he said.