

In close contact with patients in clinical trials thanks to dedicated Clinical Trial Surveillance Center solution

KCR is an international full-service Contract Research Organization with knowledge, experience and infrastructure that allows conducting any clinical trial, from a single site local study to multi-center programs spanning different regions. KCR provides comprehensive solutions across areas like trial execution, trial execution consulting, people services and patient comfort management for pharmaceutical, biotechnology and medical device companies all around the world.



Industry:
Healthcare

Region:
Poland

Size:
More than 400 employees

<https://www.kccro.com/>

About KCR

KCR is an international contract research organization providing a full service model for execution of clinical trials across a range of therapeutic areas.

It offers three main services:

1. Functional Sourcing Provision
2. Trial Execution and
3. Trial Execution Consulting

Change Driver

KCR experiences that clinical trials become bigger in scope, size and geographical coverage. However, bringing business to multinational level requires outstanding precision in data collection and focus to provide solid outcome for clients.

In order to reach out to clinical trial patients across five countries, KCR required a contact center solution that allowed very specific call scheduling, reliable documentation of patient responses, and multiple reporting capabilities. All this had to be done via multi-channel communication: Voice, SMS and e-mail.

Damovo's approach

To meet the clinical project requirements and expectations, Damovo implemented Genesys' PureCloud contact center solution at KCR Warsaw office.

Since a multi-channel communication solution was key for KCR, Damovo's in-house software development team made a series of bespoke developments to fit the customer's needs:

- Development of a dedicated SMS gateway and e-mail distribution tool
- Integration of the international SIP trunk provider into the contact center and SMS gateway to support the multinational reach.
- Redesign of PureCloud reporting tool to meet project management needs

“The new Clinical Trial Surveillance Center revolutionized the way a patient comfort in clinical trial is managed by KCR, and what's most important, by providing direct communication channel that patients prefer.”

Aleksandra Ziółkowska,
MPharm, Director and Project
Leader, KCR

Customer Value

KCR benefits from improved Clinical Trial Surveillance Center solution, which allow their business to grow further, and with many more patients taken care of in each project. Remaining in close contact with patients across five countries has become easy and manageable.

KCR will continue Clinical Trial Surveillance Center development to facilitate the future clinical projects. Damovo will be delighted to accompany KCR along their way.

Damovo delivers technology-enabled business efficiencies to enterprises around the world, enabling them to stay ahead in today's digitally transforming world.

Our customers benefit from our 40 years of experience, expertise and ecosystem of industry partners. Through our consultative approach (understand, deliver and improve) we work with our customers to explore how technology can support their business objectives now and into the future. Our portfolio includes solutions around Unified Communications and Collaboration, Enterprise Networks, Contact Centres, Cloud Services and Global Services.

Damovo has regional offices across Europe and a global capability spanning over 120 countries. Whatever the sector and wherever the geography, we give our 2,000 customers the tools they need to accomplish continuous business improvement.

Explore more at www.damovo.com