

## PHARMACEUTICAL INDUSTRY

### The SITUATION

In 1999 the world's most comprehensive and broadly-based manufacturer of health care products and provider of related services, for the consumer, pharmaceutical and professional markets was looking for an experienced service company that was able to provide cleaning services in nine European countries and coordinate the reporting of these sites accordingly.



### The CHALLENGE

The manufacturing sites concerned all had their local specific service requirements that needed to be included and considered for the successful provision of services. As of day one of the contract the service provider assumed full responsibility for the account management of each site, meanwhile providing the capability to cope with an extent of business that grew gradually over time. Furthermore, he had to achieve sustainable competitive advantages and incorporate the vision, objectives and the customer's philosophy in his service offering. The strategic partner also had to dispose equipment and technologies to a sufficient extent and be willing to undertake investments if necessary. Moreover, it had to have a clear and implemented European management structure.



### The SOLUTION

Euroliance won the pan-European tender and was awarded the service contract for 13 sites in six different countries and has been providing the services successfully ever since. Customer satisfaction and customised service packages are the basic layers for service provision along with sensitivity and the ability to short reaction times. A pan-European quality measurement and cost reporting system enables our customer to have a clear view on the realisation of the service contract. Regular meetings with customer representatives and experts assure the continuing awareness of any specific requirements.



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