

## BRISTOL-MYERS SQUIBB



**Bristol-Myers Squibb is an enterprise dedicated to prolonging and improving people's lives by producing health products and medications. This company ranks 6<sup>th</sup> in the world for pharmaceutical groups and 5<sup>th</sup> in France.**

France is the main market of the BMS group besides the U.S. , with a consolidated turnover for the year 2002 of 1.225 Billion Euros. BMS France employs approximately 3,200 individuals.

### THE NEEDS OF BMS AND THEIR CHOICE OF WYSUFORMS

In 2003, the department of Business Application Team E-net (a branch of the European Information Technology), was searching for a complete solution to manage surveys, polls and internal audits. Up to that point, all surveys had been managed by the E-net department (specific development tools, questionnaires in Word format, data management).

**Guillaume Famechon, senior project manager of the department, had declared:**

*"Our services have been frequently required by BMS France, particularly in regards to communication, but we were lacking time and resources to comply with them. After expressing the possibility of developing an internal solution (cost of man and time too important), we have turned to the softs available on the market".*

**After a 1<sup>st</sup> pilot run during the summer with a concurrent software, the IT department of BMS chose WysuForms.**

### The role of WysuForms

As part of its quality-control process, BMS France wanted to assess the level of satisfaction of its employees as well as their expectations in both direct and indirect relation with the Purchasing Department.

An initial survey, managed by WysuForms, was prepared for a panel consisting of 700 people. This Web-survey, completely anonymous, allowed the department to obtain an accurate view of how satisfied the users were and to start a plan of action necessary to improve the overall service.

In addition to obtaining the results, WysuForms impressed both the IT department and the survey-population, thanks to its product's user-friendliness, its intuitive interface, the richness of its design and its endless analysis possibilities. WysuForms developed a data-extractor based on the specifications provided by Mr. Famechon, ideal to improve the performance of the company's Business Intelligence tools.

After this first successful attempt, the E-net department has increased its operations, working on new functions of the software. At the end of the year 2003, a new on-line type of registration form for events involving the purchasing department at the European scale was introduced. In early January, a satisfaction survey for the France – IT department was launched and exceeded all expectations in terms of response rates compared to the previous two years.

### Potential future cooperations between Wysuforms and BMS

Thanks to these great success, the Inet department is considering new WysuForms applications in the future. Currently, Mr. Famechon is training his European collaborators to use the software, since surveys such as ones related to IT managed in France at the beginning of the year will eventually need to be integrated first in Italy, Greece and Turkey, then in Germany, England and Spain. ■