

FOI 23/545

Dear

Thank you for your request of 21 July under the Freedom of Information Act. You requested:

Does your organisation use Customer Relationship Management (CRM) software? (Example: HubSpot, Salesforce, Dynamics, Other, etc.)

- Yes
 - No
2. *If yes, please specify which CRM(s) are used by your organisation:*
- HubSpot
 - Salesforce
 - Dynamics
 - Other (Please specify)
3. *What license level/subscription does your organisation have?*
4. *What is the annual cost of your CRM system(s)?*
5. *List any job roles by (job title) within your organisation that communicate with contacts via the CRM(s) system?*
6. *Does your organisation work with any external agencies to manage the CRM?*
7. *Does your CRM integrate with other systems within your organisation? (Example: finance systems, Other CRM Systems, etc.)*
- Yes
 - No
8. *If yes, please specify which other systems your CRM(s) are integrated with:*

Our responses are provided below in bold text, beneath each of your questions.

1. Does your organisation use Customer Relationship Management (CRM) software? (Example: HubSpot, Salesforce, Dynamics, Other, etc.)

- Yes - **YES**
- No

2. If yes, please specify which CRM(s) are used by your organisation:

- HubSpot
- Salesforce - **SalesForce**
- Dynamics
- Other (Please specify) – **Bespoke system, built in-house on the Appian platform, used to log and track customer enquiries received to the MHRA Customer Experience Centre.**

3. What license level/subscription does your organisation have?

SalesForce - Ultimate Edition

4. What is the annual cost of your CRM system(s)?
£120,000

5. List any job roles by (job title) within your organisation that communicate with contacts via the CRM(s) system?

Business Development Associate
Business Development Coordinator
Business Development Partner
Business Development Team Leader
Business Information Manager
Clinical Data Manager
Clinical Operations Team Leader - Lead Senior Assessor
Clinical Research Policy and Delivery Officer
Clinical Study Coordinator
Clinical Study Development Manager
Clinical Study Manager
Compliance Officer
Contracts Manager
Data Processing Officer
Data Scientist
Director
Head of Business Management
Head of Business Operations
Head of Delivery Management
Head of Health Data Science
Head of Interventional Research
Head of Observational Research
IR Researcher
IR Senior Researcher - Senior Assessor
Lead Research Applications Developer
Observational Research Manager
Operations Coordinator
Operations Manager
Operations Manager (Business Support)
Primary Care Engagement Coordinator
Primary Care Recruitment Lead
Primary Care Recruitment Team Leader
Quality Manager
Real World Data Team Leader
Real World Study Planning Team Leader - Senior Assessor
Research Applications Coordinator
Research Applications Developer
Research Applications Officer
Research Applications Tester
Research Assistant
Research Data Governance Officer
Research Data Governance Team Leader
Research Data Quality and Governance Lead
Research Systems Analyst

**Researcher
Senior Clinical Project Manager
Senior Contracts Manager
Senior Contracts Team Leader
Senior Operations Manager
Senior Research Applications Developer
Senior Researcher
Team Coordinator**

The Appian platform is used to log and track customer enquiries only, it does not provide direct customer contact capability.

6. Does your organisation work with any external agencies to manage the CRM?

YES

7. Does your CRM integrate with other systems within your organisation? (Example: finance systems, Other CRM Systems, etc.)

- Yes - **YES**
- No

The Customer Experience Centre Appian platform does not integrate with any systems other than PowerBI which is used for reporting functionality.

8. If yes, please specify which other systems your CRM(s) are integrated with:

**eRAP
DART**

If you are dissatisfied with the handling of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date you receive this response and addressed to: info@mhra.gov.uk
Please remember to quote the reference number above in any future communications.

If you were to remain dissatisfied with the outcome of the internal review, you would have the right to apply directly to the Information Commissioner for a decision. Please bear in mind that the Information Commissioner will not normally review our handling of your request unless you have first contacted us to conduct an internal review. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

MHRA Customer Experience Centre
Communications and engagement team
Medicines and Healthcare products Regulatory Agency

10 South Colonnade, Canary Wharf, London E14 4PU