

## **Case study – Salesforce Implementation**

Located in Peterborough, England, our client develops products and services that makes life easier for patients. Our client is a Danish multinational company that develops, manufactures and markets medical devices and services related to ostomy, urology, continence, and wound care. Out of the many branches they own all over the world, one of its branches is in Peterborough.

The company manufactures, markets and supplies products to hospitals and institutions as well as wholesalers and retailers. In selected markets, our client is a direct supplier to consumers.

EApps, with its sales team approached and suggested the then potential client to use Salesforce CRM to deliver better services to customers and offered to let more customers to become aware of them. The client requested for a 2 weeks free-of-charge demo and was later impressed with the works of our Salesforce team that they made a contract for 2 years. EApps showed how Salesforce CRM could help them improve their services.

The Salesforce administrators installed Salesforce CRM and provided practical training to the non-technical staff in the client's work place and provided technical support, training and assistance. Our team of effective communicators taught the new CRM and trained the staff at the client's work place to handle basic administrative functions and requests from customers. The complex administrative functions were reverted to experienced Salesforce administrators who work in EApps remotely. Internal audits were regularly conducted to keep the CRM healthy and running. The EApps team managed, evaluated, scope and completion of customer's new development requests. Campaign emails were regularly sent new and existing customers to make aware of the products and services of our client. A remarkable 20% new customer requests were generated within the third month of running the Salesforce CRM. Regular documentation was made and delivered to the client on a weekly basis. The experienced administrators took care of customer support during their stay in the client's office and showed how queries had to be handled to the IT staff.

After successfully delivering all services that was promised, the EApps team was called back and to this day provides technical assistance and service remotely to the client. This way EApps reduced the operation cost that was occurring for the client.