

Supporting Explosive Growth

A Healthcare Technology Company Expands Business with CloudKettle's Help



CloudKettle

Client Profile

INDUSTRY

Healthcare Technology

EMPLOYEES

100+

SOLUTIONS

Sales Cloud
Pardot
Communities

AT A GLANCE

The client is a biomedical diagnostic testing company. Increased demand in their industry created an exponential need for their product and services, and they required a solution that could keep up with their growth.

The Challenge

The client is a manufacturer of biological diagnostic testing equipment. As a result of changes in the market, the demand for their products and services rose exponentially, leading to major growth for the company - practically overnight, requiring the onboarding of new clients from small municipalities to Fortune 500 companies, located in over 80 countries.

The client required Enterprise Resource Planning (ERP) Integration with Salesforce for seamless data transmission across platforms. Further, the business called for complex engineering of the fulfillment progress, taking into account hierarchy mapping for global distribution, and a way to stay engaged with customers without overwhelming support reps.

Focused Solutions

1

MARKETING & SALES FLOW OPTIMIZATION

The existing instance was reviewed and audited to ensure that all essential processes were captured and migrated.

2

PRODUCT SCHEDULE IMPLEMENTATION

Complex global distribution and shipping requirements necessitated engineering of a unique fulfillment processes, including account hierarchy mapping. This allowed client to forecast quantities scheduled to be distributed to customers around the globe.

3

ERP INTEGRATION

Worked with ERP team to build the Salesforce connector, to pass critical information back and forth between platforms.

4

COMMUNITY

Worked with client to improve customer community with enhancements and creation of a self-serve environment which enhanced case deflection.

Key Metrics

CloudKettle worked with the client to carefully review the existing CRM and understand the business requirements, and create optimal revenue operations procedures to streamline business processes and maximize efficiency.

2x

Doubled work force in only 16 months

80+

Grew presence in over 80 nations around the world

2x

Doubled engagement with customers over 12 month period