



EMELAR



ENTERPRISE & LIGHTNING UPGRADES
customer success story

Enterprise & Lightning Upgrades

How we simplified and upgraded salesforce to increase customer satisfaction and the bottom line

COMPANY PROFILE

MECA assists medical device companies receive safety certifications and ISO 17025 accredited compliance reports to meet medical and laboratory equipment standards.

Location: Franklin, Wisconsin

Employees: 10

Industry: Medical Equipment

Technology Platform: Salesforce Enterprise, Salesforce Lightning

Go Live Date: 8/27/2018

MECA Faced Three Main Challenges:

DATA MANAGEMENT Internal users had difficulty in managing client relationships, projects, and quotes due to non-standardized processes and inefficiencies. As an example, internal users often found that they lacked access to data and reporting required to expedite testing.

EFFICIENCY When creating quotes, external users had to backtrack on their work in order to update specs or adjust prices. As a result, any information subsequent to the revision was lost and had to be manually re-entered.

SPEED To meet current and prospective clients' needs, MECA needed a solution that improved turnaround time.

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“Engaging Emelar to help us develop better processes within Salesforce allowed us to focus on serving our customers in the medical device space. They have a great team in place. They were able to take our (sometimes) confusing requirements, make sense of them, then develop and implement solutions that are really working for us.”

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CATHY KOCH

Quality Manager – MECA

The Solutions



CONSULTING



ENTERPRISE



LIGHTNING

PROCESS Emelar established a consistent sales process that standardized MECA's CPQ workflow.

RULES Emelar added approval rules, validation rules, and Lightning quoting functionality, ensuring user consistency and data integrity.

AUTOMATION Emelar automated MECA's internal quality and technical training competencies for better record keeping and reporting.

The Results

HAPPIER CLIENTS Now, MECA's clients can more easily manage information and get their medical devices on the market faster.

FASTER QUOTES Important quote information now automatically generates so that the process is smooth for end users.

BETTER ACCURACY MECA has greater data integrity for better quality assurance.