



How a Life Sciences CRO achieved Salesforce optimization

with Cloud Adoption Solutions

Company information

This Clinical Research Organization (CRO) provides acute insights from experience-driven clinical trials, minimizing risk and reducing time-to-market.

Overview

This CRO has experienced incredible company growth, but their Salesforce instance was not keeping up with their scalability needs. They needed process and automation, data hygiene and data visualization, and continued optimization for their Salesforce org, from a partner with deep experience in life sciences. After a year of working with Cloud Adoption Solutions, they have seen a steep increase in user adoption, sales performance improvements, and more rapid cycle speed.

Solution

Under the Cloud Adoption Solutions Admin On-Call managed services solution, this CRO has identified specific areas of improvement with their dedicated Salesforce admin. From reports and dashboards to installation of a third-party business intelligence tool, to management training and Salesforce security improvements, Cloud Adoption Solutions continually presents proactive progressions to keep their sales motions moving forward - measurably.

Salesforce AppExchange Review

“Collaborative and Easy to Work With, 5 Stars. Working with CAS has been a huge win for our company. Our consultant, Natalie, has always been helpful. She has taken the time to understand our business needs and gives us the guidance and expertise we need”.

- Jennifer Mintz, Vice President & Head of Sales