



Global CRM improves customer experience and intimacy for leading pediatric medical devices manufacturer



Persistent's leadership in Salesforce Cloud implementation lent expertise, speed and industry know-how to the top pediatric medical devices manufacturer. Together, Persistent and Salesforce set up a CRM serving 18 global markets for the client, thereby allowing greater customer satisfaction and loyalty.

Challenges

The client required an improvement in customer experience, sales effectiveness and marketing processes on a global scale. This meant quick integration of all data onto one platform and ensuring that the customer experience is consistent no matter the location. It was clear that this challenge was perfectly suited for Salesforce, the world's #1 CRM, and Persistent, a platinum partner and a leading provider of cloud implementation services.

The main asks of the project were gaining client loyalty, increasing customer satisfaction, creating a global overview of customer needs and ensuring that the system delivered abides by strict compliance protocols.

Solutions

Persistent stepped in to implement the following expert designed solutions, all delivered on-time and within budget.

- \ Salesforce "greenfield" multi-cloud solution deployed to all 18 markets
- \ Integrated CRM with several ERP systems for customer master, products, real-time pricing, order entry, and complaint handling
- \ Assigned 2 parallel deployment teams to rapidly roll-out timeline and products

Impact of the Solution

18

Global markets served

700

Users empowered across the company

2

Parallel deployment teams assigned to client for rapid roll-out timeline

Outcomes

Persistent & Salesforce brought numerous capabilities to support Team Frankfurter and outcomes included:

A **single, mobile-ready, holistic view** of the customer to Sales, Service and Marketing teams

A **global CRM template** based on best-practices for all markets

Salesforce Sales Cloud and Service Cloud **implementation expertise**

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation.

www.persistent.com

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com



Persistent