Customer Story: Medical Nonprofit

Infogen LABS

Customer Profile

A Texas based nonprofit that enables advances in the field of regenerative medicine by providing access to human cells and tissue as well as testing and biomanufacturing.

Challenge

- Lost revenue due to poor visibility within complex accounts.
- Inability to track projects efficiently for various lines of business

Solution

Infogen built Taskfeed templates to increase project delivery effiecncy while enhancing page layouts within Salesforce to allow the sales team to better identify cross-sell opportunities.

75% increase in revenue   **Increased visibility of high value clients**   **Empowered users with better project tracking**