

# Customer Story: Stericycle

## Industry

Environmental Services

## Solutions

Custom, Sales Cloud

## Staff

6,000+ Employees

## HQ Office

Bannockburn, Illinois

Stericycle is a global services company. They provide highly specialized solutions serving healthcare organizations and commercial businesses of every size and shape. For almost 30 years, they have grown from a small start-up in medical waste management into a leader across a range of increasingly complex and highly regulated arenas.



## Salesforce Challenges

- ⦿ Sales commission for LQ, SQ and MQ teams was on the SQL database & accounting system making data difficult to access.
- ⦿ Commission logic needs to be restructured based on acquired data.
- ⦿ Sales team was not able to see accumulated commission when needed.
- ⦿ Commissions based on services sold couldn't be accessed in a single report.
- ⦿ Reports and working hours needed to be consolidated.
- ⦿ Opportunity Stages were not differentiated by service.
- ⦿ System was not driving the process – process was manual.
- ⦿ Too many systems to manage from acquisitions.

## Access Global Group Solutions

- ⦿ Implemented Sales Cloud & Custom Cloud.
- ⦿ Created new sales commission structure based on LQ, SQ and MQ teams, regions & customer tiers.
- ⦿ Created custom pages for better sales flow.
- ⦿ Defined new sales process with Opportunity Stages based on services.
- ⦿ Built custom components so the system drives the process in each stage by assigning tasks or next steps.
- ⦿ Created multiple reports.
- ⦿ Integrated with billing system to retrieve data once payments are received.
- ⦿ Migrated & Integrated multiple Salesforce instances from 8 acquisitions (Appletree Answering services, Beryl Health, Notify MD, Shred-it,...) of Stericycle.
- ⦿ Restructured the processes to work productively after the migration & integration of the systems from acquisitions.

## Salesforce Results

- ⦿ All commissions are being calculated real-time on Salesforce.
- ⦿ Sales process is seamless and fast across all services sold.
- ⦿ KPI's have improved now that the system is driving the process and alerting managers if the tasks are not completed as expected.
- ⦿ Data is accessible real-time through reports.
- ⦿ Data is synced real-time between Salesforce and billing system.
- ⦿ Integrated & Migrated systems from acquisitions are working seamlessly.
- ⦿ Reporting is real-time.
- ⦿ One process is implemented across all the business inherited from acquisitions.