

# Customer Story: Abbott

## Industry

Medical Technology

## Solutions

Custom, Sales & Service Cloud

## Staff

2,000+ Employees

## HQ Office

Abbott Park, Illinois

Abbott (previously St. Jude Medical) is a medical technologies company dealing in diagnostics, medical devices, established pharmaceuticals and nutrition. Abbott has 103,000 employees across 160 countries and manufacturers a wide variety of brands, products, and health devices.



## Salesforce Challenges

- ⦿ Patient, doctor, and employment data was in SAP; sales reps didn't have easy access to this data.
- ⦿ Sales reps maintained separate sets of customer data to help them in sales as well as service of products.
- ⦿ Sales reps kept complex Excel docs and used 3rd party tools to keep track of doctor interactions, sales data, GPO and IDN memberships.
- ⦿ Many product units exist within the company, each with separate procedures.
- ⦿ Sales reps couldn't perform and share insights with other teams.
- ⦿ Relevant data could not be shared in a common application.
- ⦿ System could not keep track of tasks performed by the RSD's, AM's, CS's, AVP's and others.
- ⦿ Questionnaire needed to show progress updates.

## Access Global Group Solutions

- ⦿ Created web service integration with SAP that allows reps to enter and access information in Salesforce while maintaining patient confidentiality in SAP.
- ⦿ Only relevant information is accessible to reps.
- ⦿ On-boarded one team at a time into Salesforce from legacy systems.
- ⦿ Customized Salesforce to each team's requirements.
- ⦿ Reps maintain membership status of each hospital in Salesforce for each of the GPO's and IDN's.
- ⦿ Group account is GPO or IDN, sold-to account a hospital.
- ⦿ Membership is maintained in a custom object.
- ⦿ Designed custom visual force functionality to allow upload and bulk-modify updates to membership.
- ⦿ Built in-house survey functionality using Lightning components.
- ⦿ Built Share, Publish, Lookup, Multi-picklist and other Lightning components to satisfy requirements.

## Salesforce Results

- ⦿ Client is pleased with the smooth transition to Salesforce from other software.
- ⦿ On-going project moving groups into Salesforce and building individual custom solutions.
- ⦿ Currently have 4000+ using Salesforce.
- ⦿ Patient confidentiality is preserved.
- ⦿ Sales reps can communicate and share across teams.