



**HUC**

## **CASE STUDY:** Herts Urgent Care

HUC, a social enterprise, provides high quality Urgent Healthcare and GP Services to over 3.5 million people across a range of counties, including Hertfordshire, Cambridgeshire, Peterborough, Bedfordshire, and West Essex. The Integrated Urgent Care model championed by HUC includes both Out of Hours and NHS 111 services as well as access to a Clinical Advisory Service.

Other services provided include: – Urgent Care Centres, GP-Led Health Centre, GP Practices and District Nurse call-handling.

### **The challenge**

HUC wanted a user-friendly solution that delivered on several business requirements based around CRM functionality. The system needed to add value and provide clear business benefits. It was also crucial that the system was scalable and future-proof.

The main requirements were as follows:

- Opportunity Management
- Customer Personalisation
- Managing Customer Interactions
- Business Reporting and Forecasting
- Improved Insights
- Ease of Use and Scalable



## The project

Both HUC and Cognition24 agreed that our FastStart Implementation was the right method for HUC to get up and running quickly with Salesforce. As part of the FastStart solution Cognition24 would:

- Plan the development road-map to ensure HUC's Salesforce system met all their business needs.
- Build a Salesforce org for HUC based on best practice.
- Provide a quick and affordable approach with a defined scope and deliverables.
- Get HUC up and running smoothly with an agreed timeframe.

The FastStart included detailed business analysis and requirements gathering plus the following:

- Workshop to map current business processes and identify a future roadmap.
- Configuration and Development of: Accounts, Contacts, Opportunity Management and Campaign Management.
- Data Migration
- Training
- Deployment
- Project Management

## The outcome

HUC now have a CRM in place that is both adaptable and flexible with plenty of room for growth. The FastStart solution was delivered on time and within budget, providing HUC with these benefits:

- A "single source" of truth
- Less reliance on spreadsheets
- Data surety and security



Find out more: [www.cognition24.com](http://www.cognition24.com) or call 01525 306840

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