

Berlin, July 2020

## **Reference letter**

Medicover has been cooperating with Cludity – Salesforce Platinum Consulting Partner since December 2018. Our key objective was to find a single, scalable CRM solution that would allow us to manage Sales, Marketing, and Service operations within the company. We entrusted Cludity with the management of the project, whose scope was as follows:

The implementation of:

- **Salesforce Sales Cloud;**
- **Salesforce Service Cloud.**

Salesforce customization supported by Lightning Platform Licenses:

- **case management;**
- **configurable screens for mobile;**
- **integration with the database using Talend;**
- **territory management based on zip codes.**

Other project goals:

- **unification of the sales process across Germany;**
- **creation of a user-friendly mobile solution for tablets;**
- **preparing the ground for subsequent roll-outs to other countries.**

In addition, Cludity conducted a change management workshop for the management team. Its aim was to analyze the project from the change management perspective and work out the best approach to training and system adoption.

Cludity timely delivered a fully working solution, which we can use to expand to multiple countries. We hereby confirm the highest quality of delivered services and sincerely recommend Cludity as a trusted and proficient business partner.

Regards,

Radu Perianu,  
Commercial Excellence Director,  
Medicover

