

PCI PHARMA SERVICES – SALESFORCE MANAGED SERVICES



INDUSTRY



HEALTHCARE &
LIFE SCIENCES

BUSINESS SIZE

6000+ EMPLOYEES
15 GLOBAL SITES
\$1BN+ REVENUE

PRODUCTS USED



SALES CLOUD



SERVICE CLOUD



PLATFORM



TABLEAU



EXPERIENCE CLOUD



INBOX



OVERVIEW

PCI Pharma Services is a global, integrated Contract Development & Manufacturing Organisation (CDMO) delivering a comprehensive range of pharmaceutical services from the earliest stages of development through to commercial launch and beyond.



SITUATION

Globally, the company uses the Salesforce Customer Relationship Management (CRM) system to manage Client Interactions and contracting, but rather than employing an in-house Salesforce administration team, it wanted a managed service – covering every aspect from creating new users through to full project development work.

As PCI's Chief Commercial Officer Tim Roberts explained: 'The benefit of having this kind of service provided by an external partner is that they are specialists in recruiting the right people and they have a team whose members are constantly updating their knowledge – as a business you are less vulnerable to staff migration or knowledge drain.'

The key was to find a firm which not only had the expertise, but was also prepared to invest the time to fully understand PCI's business, its processes and the challenges it faces as it strives to innovate in the fast-moving world of drug discovery.



SOLUTION

Mint has now been providing a managed service for PCI for a number of years, working with the company as it has sought to harness the opportunities Salesforce can offer to streamline business functions and drive efficiency.

On a day-to-day level, the Mint support team manages requests such as new user creation, user deactivation, report and dashboard assistance. Because they are aware of upcoming updates from Salesforce that will impact users or the system performance, they also periodically perform routine maintenance, generally without the users at PCI being affected.

Where updates are more complex (such as Multi-Factor Authentication), they have worked with the relevant team at PCI to go through a testing program prior to this being switched on in production, thus keeping user impact to a minimum.



RESULTS

Mint's in-depth understanding of both Salesforce and PCI's organisational structure enables it to offer a holistic approach – identifying how to maximise the systems functionality and customize key elements to help PCI achieve its goals.

Tim says: 'When you enter into advanced customization, you need a deep understanding of the system architecture - otherwise, system changes can have unplanned consequences. The Mint team are very constructive – they listen to what we want to achieve and work through the process with us to ensure the outcomes are robust. They are also proactive – because of their connection and knowledge of different areas of the business, they can even spot potential issues before they arise and flag them up before they become a problem.'

Tim said: 'As we grow, we inevitably want more from our system. The approach and skill at Mint means we can achieve a highly customized solution, cost effectively.'



"Mint listen to what we want to achieve and work through the process with us to ensure the outcomes are robust!"

TIM ROBERTS
CHIEF COMMERCIAL OFFICER