

## Products



## Industry Healthcare

## Profile

BioConfirm Laboratories offers a comprehensive prescription monitoring solution consisting of counseling services, dynamic reports, mobile patient risk assessment and interpretation tools which are all combined with a world-class laboratory to assure you can confidently and safely provide the best in-patient care.

## Company Size 30 Employees

## Location Duluth, GA



# Enhanced Sales Operations & Client Service on Sales Cloud

### THE CHALLENGE

- BioConfirm wanted to leverage the Salesforce platform to improve and automate their internal sales and marketing processes.
- BioConfirm wanted a more efficient sales experience by centralizing all relevant customer data in a single platform easily accessible by all sales personnel.
- BioConfirm wanted to implement a secure, single source for managing customer contact, scheduling follow-up and stages of activity to business closed.
- BioConfirm wanted to ensure accurate Account data flows between Sales Cloud and Telcor.
- BioConfirm wanted marketing collateral frequently sent to customers readily available in a centralized repository.
- BioConfirm wanted to track inbound customer calls related to Lab issues and billing to ensure prompt resolution.
- BioConfirm wanted to track (by S/N) their tablets, printers & workstations out at a clients site to ensure return when the business relationship ends.

### THE SOLUTION

- Implemented new instance of Salesforce and Sales Cloud, migrating scrubbed data from various sources.
- Utilize orders to house integrated order/billing information from an internal SQL data warehouse that consolidates information from Telcor and other sources. The integration is a twice daily, one way sync utilizing Microsoft SSIS.
- Automate account health ratings based on the average accession to reporting time of specimens, average turn around time over a rolling 2 weeks, number of orders compared to average.
- Configured security, role hierarchies, profiles and users to allow access restrictions as needed.
- Created custom reports and dashboards to enable visibility.
- Configured Marketing Campaigns to support List management and collateral distribution.
- Configured Case Management
- Configured Asset tracking & notifications to reps if assets remain outstanding

### THE RESULTS

- BioConfirm has a new CRM instance of Salesforce to provide operational control and visibility for both the Sales team and executives
- BioConfirm now has improved collaboration and better visibility to information residing on multiple systems
- Sales can now detect changes in order patterns and turn around times and act on them to prevent client loss.
- All email, visits and other interactions are tracked to improve accountability and to understand what it truly takes to close and maintain business.
- BioConfirm is able to utilize cases to ensure all client complaints are addressed and resolved in a timely manner.
- BioConfirm now has visibility to their assets in the field and can track the timely assignment & return of equipment.