

CASE STUDY

Improved field sales productivity and effectiveness with Salesforce

LISTER
digital

Customer
Bausch + Lomb

Industry
Medical Devices

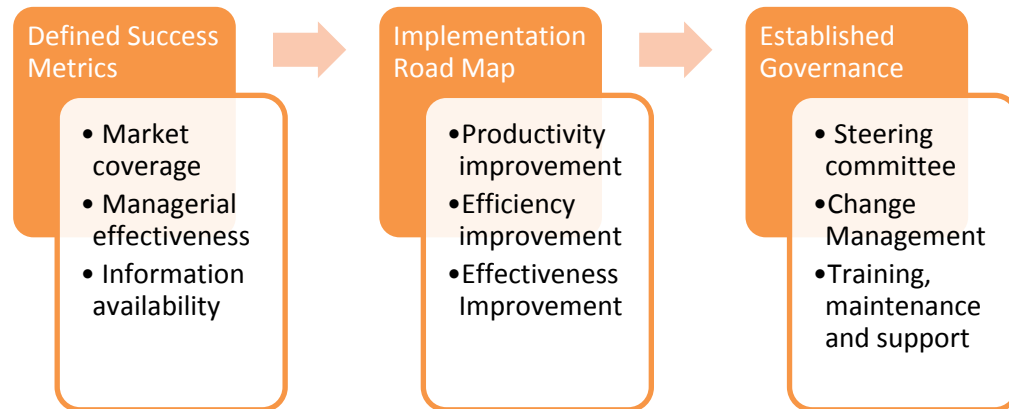
Profile
World's largest suppliers of eye health products, including contact lenses, lens care products, medicines and implants for eye diseases

- Highlights**
- 24 months engagement
 - Sales and Service Cloud of Salesforce CRM
 - 22 implementations across 10 countries in 20 months
 - 750 + users across all countries

CHALLENGES

- Low Field Sales Productivity
- Poor Managerial Effectiveness
- Lack of easy access to Information

LISTER APPROACH



SOLUTION

Lister Technologies deployed Salesforce in a phased manner with reviews and checks after each phase. Key features..

- 360 degree view of customer – ERP integration for sales information to flow
- Customized scheduling and planning interface for effective visit planning
- Easy visit reporting and information capture from mobile devices
- Complex analytics for monitoring KPI's
- Established strong governance, standards and processes for design, requirement, testing and releases to minimize regression impact from changes.
- Completed 22 implementations in 10 countries across 3 business lines in 20 months.

RESULT

Improved Productivity & Effectiveness

- 25% - 50% increase in Field visits per week
- Improved market coverage significantly through prioritization and planning
- Management time on reporting and data collation reduced
- Effective decision support through real time information capture

Quick User adoption and realization of benefits

- Phased implementation and iterative approach facilitated user adoption
- Realization of benefits from user adoption at each phase
- Faster realization of ROI

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We have not experienced such a rapid implementation of solution – rollout to 3 global regions in 12 weeks is nothing short of fantastic

- Head IT APAC, Bausch & Lomb