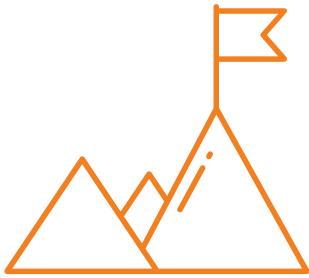




Case Study

Enhanced Customer Service with Salesforce for Global Medical Device Manufacturer

The client is a global medical device manufacturer of CPAP masks, machines, and other products to manage respiratory disorders.

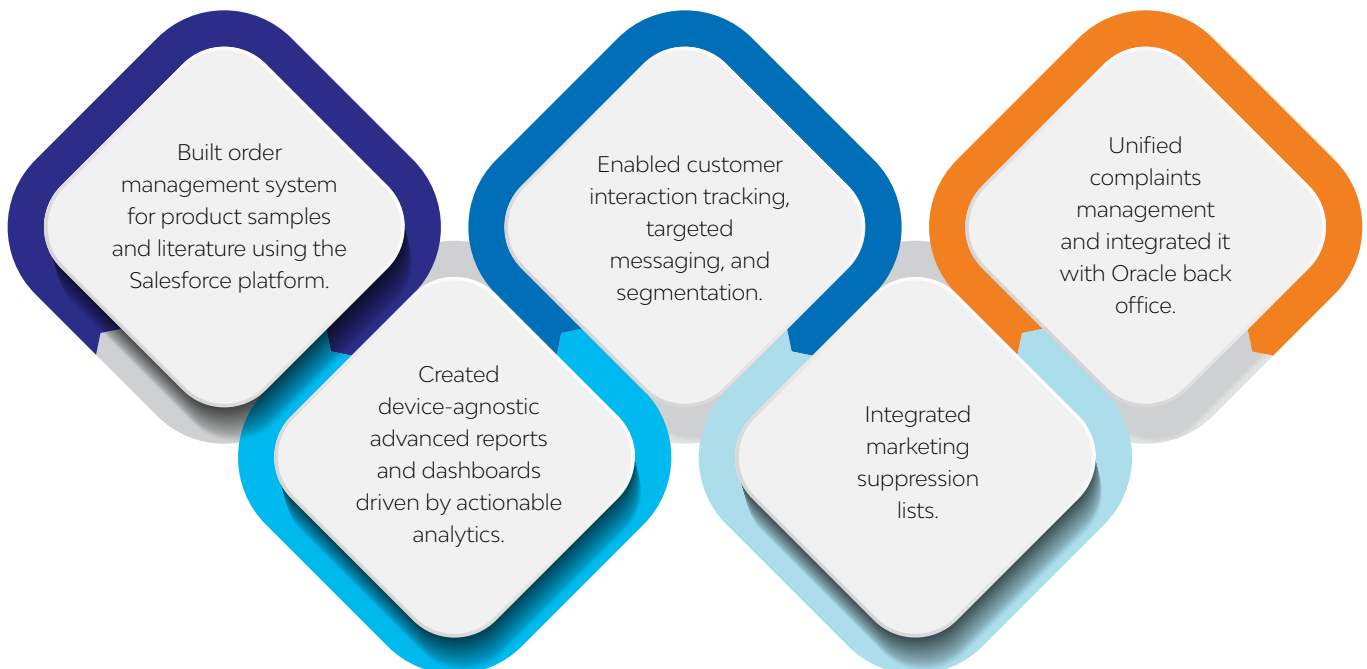


Challenges:


The company wanted to decrease the response time for customer complaints and augment targeted marketing and focused email campaigns. They faced the following challenges:

- Significant manual efforts around data management.
- Lack of process and system to manage product samples and literature order.

LTI Solution:



Business Benefits:



Simplified patient data handling with multiple PDF templates.

Reduced time to respond to user complaints through a single interface to view cases, integrated with ERP and quality systems.

Enabled superior regulatory compliance and customer-centricity with a single version of the truth of customer communication preferences.

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