

SIEMENS HEALTHINEERS DIGITIZES SALES FOR SUCCESSFUL CUSTOMER RELATIONSHIP MANAGEMENT

Capgemini Invent partners with Siemens Healthineers to transform their marketing and sales

Pioneering breakthroughs in healthcare

Siemens Healthineers pioneers breakthroughs in healthcare, for everyone, everywhere. By constantly bringing breakthrough innovations to market, they enable healthcare professionals to deliver high-quality care, leading to the best possible outcome for patients.

The portfolio, spanning from in-vitro and in-vivo diagnostics to image-guided therapy and innovative cancer care, is crucial for clinical decision-making and treatment pathways. With strengths in patient twinning, precision therapy, as well as digital, data, and artificial intelligence (AI), Siemens Healthineers is in the position to take on the biggest challenges in healthcare. The organization continues to build on these strengths to help fight the world's most threatening diseases, improving the quality of outcomes, and enabling access to care.

A team of 66,000 highly dedicated employees across more than 70 countries passionately pushes the boundaries of what's possible in healthcare to help improve people's lives around the world.

Globally transforming sales to personalize the customer journey and free up time

Business-to-business (B2B) sales is confronted by increasing customer expectations towards a seamless customer experience when purchasing equipment, software and services. Sales teams are contacted by potential clients only after they have progressed up to more than 50% in their purchase decision.

Selling a broad and complex portfolio of imaging solutions, laboratory diagnostics, advanced therapy and oncology solutions paired with best-in-class customer services had become increasingly challenging for the sales teams of Siemens Healthineers.

Existing CRM and Tacton Configure, Price, Quote (CPQ) solutions in the healthcare and life sciences industry have often been built more than 10 years ago. Since then technology has made breakthroughs with advanced, constraint-based configurations engines, cloud-based seamless collaboration at global scale, and mobile-first solutions.

Siemens Healthineers wanted to further digitize and personalize the customer journey based on state-of-the-art, cloud-based solutions to deliver an exceptional sales experience.

Client: Siemens Healthineers

Region: Global

Industry: Medical Technology

Client Challenge:

Breakthrough technology and rising customer expectations created a market-pull to transform the way of selling and cater for increasing customer needs. Existing processes and tools needed to be digitized to enable a seamless user experience for sales teams and customers.

Solution:

Capgemini Invent transformed the global core of marketing and sales, leveraging the latest cloud-based CRM and Tacton Configure, Price, Quote technology. A new digital backbone, Shareville, enables a seamless end-to-end solution for CRM, personalized configurations and pricing, and customer-friendly proposals.

Results:

Today Shareville enables more than 6,500 users globally to shape the best deals for the customers of Siemens Healthineers, create tailor-made configurations and proposals within a short period of time (up to 75% reduction in time to quote) and free up time for sales representatives to consult their customers along the journey.

Capgemini Invent provides sales excellence from strategy to implementation

Siemens Healthineers engaged Capgemini Invent to embark on their sales transformation journey to derive the right strategy and approach to shape, define and implement a best-in-class, scalable and seamlessly integrated solution.

In a one-team approach the core business capabilities were identified and prioritized using the Capgemini Invent Sales Transformation framework and the first proof-of-concepts were developed. Together with key users the business benefits and fit to requirements were continuously verified to tailor the solution.

Once the concept was successfully aligned, a global delivery team was scaled-up to detail the business requirements and implement Shareville, the CRM and the Tacton CPQ solution, in an offshore delivery model.

Seamless collaboration to shape best value deals for customers

The Shareville solution is now live in more than 65 countries, transforming and impacting more than 6,500 users in their daily lives. Sales teams can seamlessly collaborate on opportunities, create tailored equipment, software and customer service configurations, and develop compelling proposals with the best value for their customers.

Shareville significantly impacts the sales teams of Siemens Healthineers and delivers the following benefits:

- Improved user experience with easier-to-use tools and faster quotes (up to 75% reduction in time to quote)
- Advanced pricing methods for global transparency
- User-centric digital approach enables effective learning and faster adoption
- Seamlessly integrated and connected solution with access to data and analytics
- Mobile solution to allow for a maximum of flexibility when visiting customers

Working closely together, Capgemini Invent has created the digital sales backbone for Siemens Healthineers which will further evolve to enable new use cases (e.g. Guided Selling and advanced configuration logic) and improve the customer experience.

Looking ahead, the combined Siemens Healthineers and Capgemini Invent team will further enhance the capabilities for the Customer Service and Diagnostics business, enabling key accounts to self-configure equipment and service solutions. Together they will also introduce guided selling to further transform the customer experience.



Capgemini Invent is the chosen partner on our journey. Over the last years in the Shareville program, we have developed a deep level of trust in Capgemini Invent's capabilities to digitally transform core business functions along the entire process chain."

Rudolf Kloska,
Head of Shareville
PMO

Siemens Healthineers



About Siemens Healthineers

The products, services and solutions in the portfolio of Siemens Healthineers are at the center of clinical decision-making and treatment pathways. Patient-centered innovation has been and always will be at the core of the company. Siemens Healthineers aspires to create better outcomes and experiences for patients no matter where they live or what they are facing.

About Capgemini Invent

As the digital innovation, design and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses. Located in more than 36 offices and 37 creative studios around the world, it comprises a 10,000+ strong team of strategists, data scientists, product and experience designers, brand experts and technologists who develop new digital services, products, experiences and business models for sustainable growth.

Capgemini Invent is an integral part of Capgemini, a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering, and platforms. The Group reported in 2021 global revenues of €18 billion.

Get the Future You Want | www.capgemini.com/invent