



# Building a better sales process to manage growth

Salesforce and MuleSoft transform the customer experience and sales process

**Region:** North America

**Industry:** Life sciences

**Technology and solutions:**

- Salesforce
- MuleSoft





## Challenge

- The client is a leader in research and testing but its investment in infrastructure had not kept up to its growth
- Lack of consistent lead qualification, opportunity stages, and manual processes from lead to order hindered the sales team
- Management had little visibility into pipeline and sales effectiveness, impacting the ability to increase revenue
- No system to provide a 360-degree view of the customer experience



## Solution

- Built a new customer platform to digitally transform the customer experience using Salesforce and MuleSoft
- Brought together elements across complex business environments to deliver a more seamless experience for customers and employees
- Automated customer-relationship-management processes with more personalized insights into customers
- Completed sales implementation while continuing to utilize existing CPQ solution to accelerate enablement



## Results

- Improved the customer experience with a better end-to-end process for customers
- Data now used to derive intelligent customer insights, including better visibility into customers' buying behaviors
- Leveraging system data to make more informed business decisions
- Created an intuitive digital experience for employees

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