NANOSONICS

CUSTOMER SUCCESS STORY

salesforce silver
consulting partner

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BY OUT IN THE CLOUDS

COMPANY PROFILE

COMPANY OVERVIEW:

Nanosonics is an Australian infection prevention company that has successfully cultivated and commercialised a unique automated disinfection technology - trophon®. **They are continually leading the way with innovative solutions focused on preventing the transmission of life-altering infections.**

PROJECT SCOPE:

The Nanosonics engagement spanned over 12 months and included the implementation of Sales Cloud, Experience Cloud, Knowledge, Salesforce CMS, CONGA and a complete overhaul of their existing Pardot instance.

LOCATION:

Australian based with Global reach

INDUSTRY:

Medical Technology

CUSTOMER BUSINESS MODEL (B2B, B2C OR BOTH):

B2B

PART 1 | PARDOT

PROJECT DATE: AUGUST 2019

THE CHALLENGES

Pardot had not been implemented well in the business and was making it very hard for the team to conduct their marketing activities efficiently. Marketing and sales were not well aligned on the platform as the automation created was not suited to the business needs.

THE SOLUTION

By ensuring the sync between Pardot and Sales Cloud was working as required and all related automation was in line with the business processes, we were able to create structured email campaigns and automated lead flows to ensure the right sales people were sent the right leads.

THE RESULTS

By configuring Pardot to enhance personalisation and customer experience while improving lead flow, Nanosonics have enjoyed results such as:

- **Generated a 6 million dollar pipeline**

PART 2 | SALES CLOUD

PROJECT DATE: SEPTEMBER 2019

THE OBJECTIVE

Optimise the adoption of Salesforce to improve pipeline management globally and better allocate resources in the business.

THE CHALLENGES

How do we stay on top of our customer data and sales pipeline in a simple way?

How do we grow our business efficiently in to new regions?

How can we effectively manage production of Trophons for each region?

Who is it that we are speaking to at each departmental level?

PART 2 | SALES CLOUD

PROJECT DATE: SEPTEMBER 2019

THE SOLUTION

A simplified lead flow and pipeline management system to ensure all sales regions were on top of their end-to-end sales cycle, allowing the customer to easily segment data when it's time to communicate new initiatives or check-in with customers.

Sales Cloud creates a solid foundation that has allowed Nanosonics to scale the business with confidence; they can measure output, stay on top of communications and milestones, and ensure customers or prospects are never missed or neglected.

THE RESULTS

- **Increased pipeline visibility 100%**
- **Increased conversion by 20%**
- **Improved Manufacturing efficiency for each region by 34%**

PART 3 | CONGA & SALESFORCE FLOWS

PROJECT DATE: FEB 2020

THE OBJECTIVE

To improve efficiency when creating standard site assessments.

THE CHALLENGES

Ensure all staff have the same content and details through a standardised assessment process to enable comparable results while being able to record multiple departments for each Hospital, Clinic or medical facility.

THE SOLUTION

Conga provides the ability to merge multiple records, add logic, and assist with calculations and standardised answers based on statements while still generating comparative graphs. Previously, the time-consuming process would include - a report that would vary and differ in content based on the person creating the report as they had a guide to work off, however, now with Conga and Salesforce Flow, the same set of questions, complex logic and efficiency provide customers with a standardised report that allows them to compare how each of their departments compares to their regional standards.

THE RESULTS

- **Site Assessment Report creation time improved by 60%**
- **Staff completing site assessments improved by 50%**

PART 4 | EXPERIENCE CLOUD > KNOWLEDGE > SALESFORCE CMS

PROJECT DATE: JUNE 2020

THE OBJECTIVE

Improve the distributor experience and empower them with pipeline visibility.

THE CHALLENGES

How can we support the growing need for manufacturing with our distributors?

How can we see our overall pipeline in one place?

With time being so important to us, can we have our distributors self serve?

THE SOLUTION

As part of the distributor program globally, OITC observed a need for Nanosonics to provide a self-service platform to give distributors the ability to log their pipeline and provide them with training and product-related material. Experience Cloud has enabled Nanosonics to increase their distributor onboarding and tracking after implementation by giving them a go-to portal to get information and record their pipeline while empowering distributors with support.

THE RESULTS

- **Increase revenue by 8%**
- **Increased visibility by 12%**
- **Improved production efficiency for new regions by 12%**

CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES, OR DREAMS YOU MIGHT HAVE.
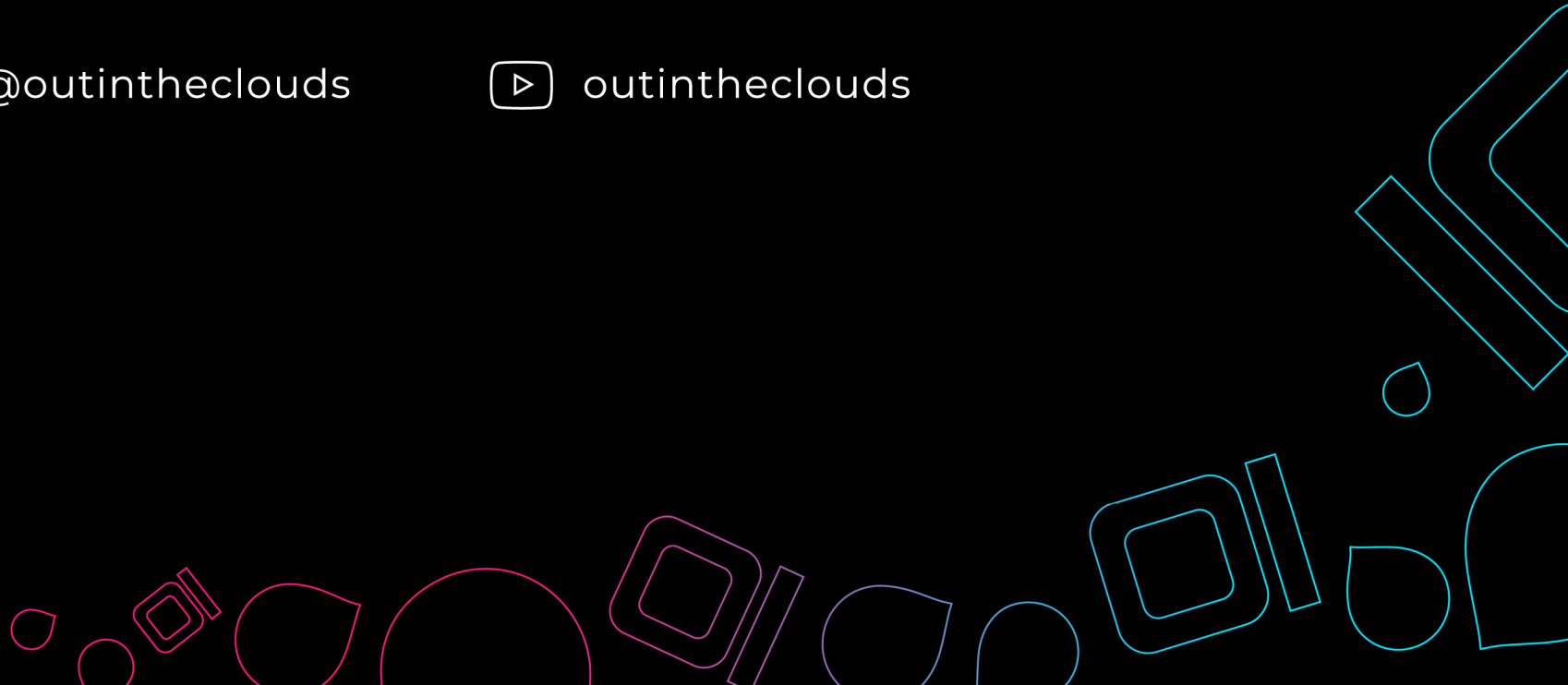
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