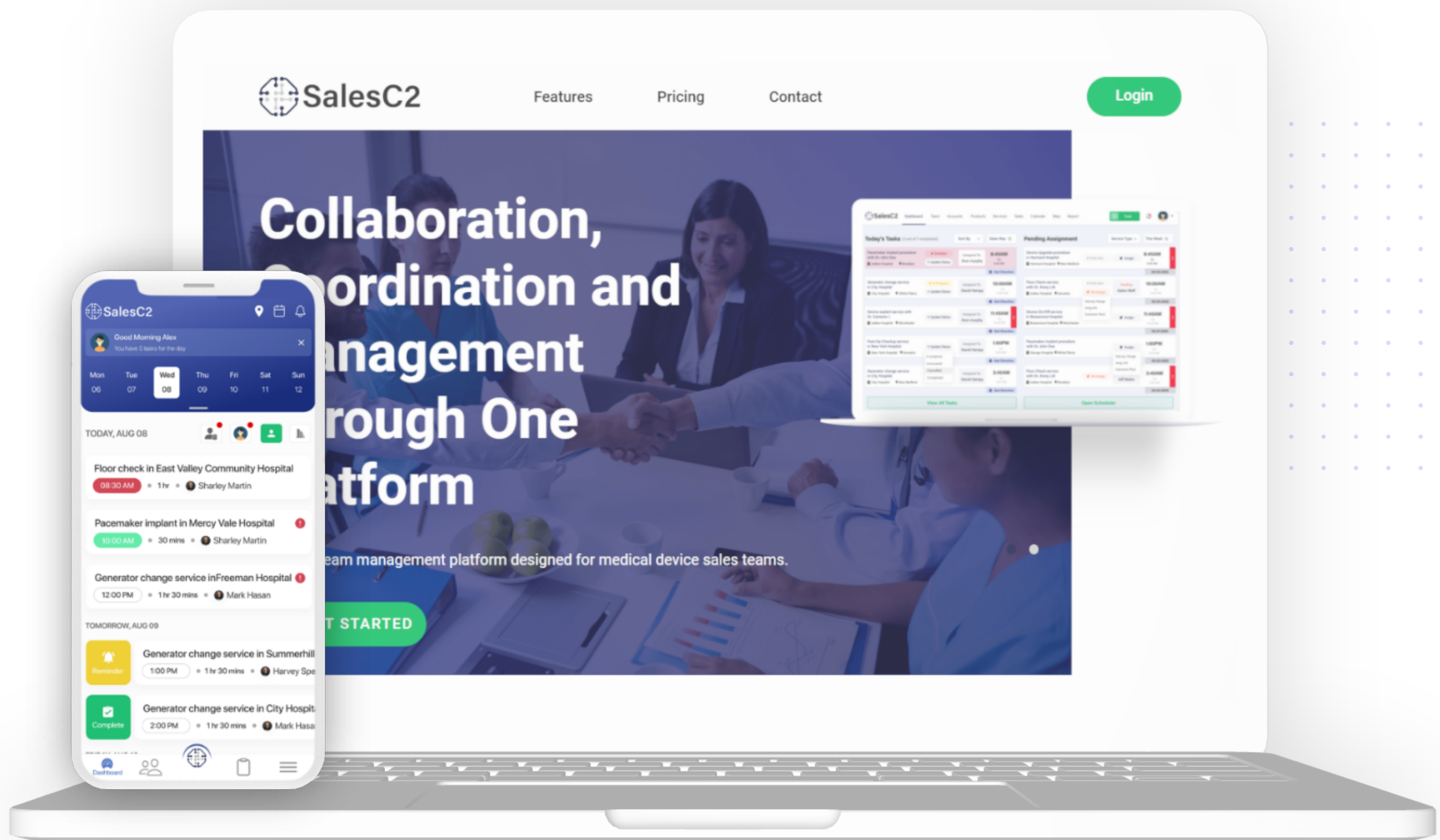


Revolutionary SaaS CRM for Med-device Companies

CASE STUDY



SalesC2

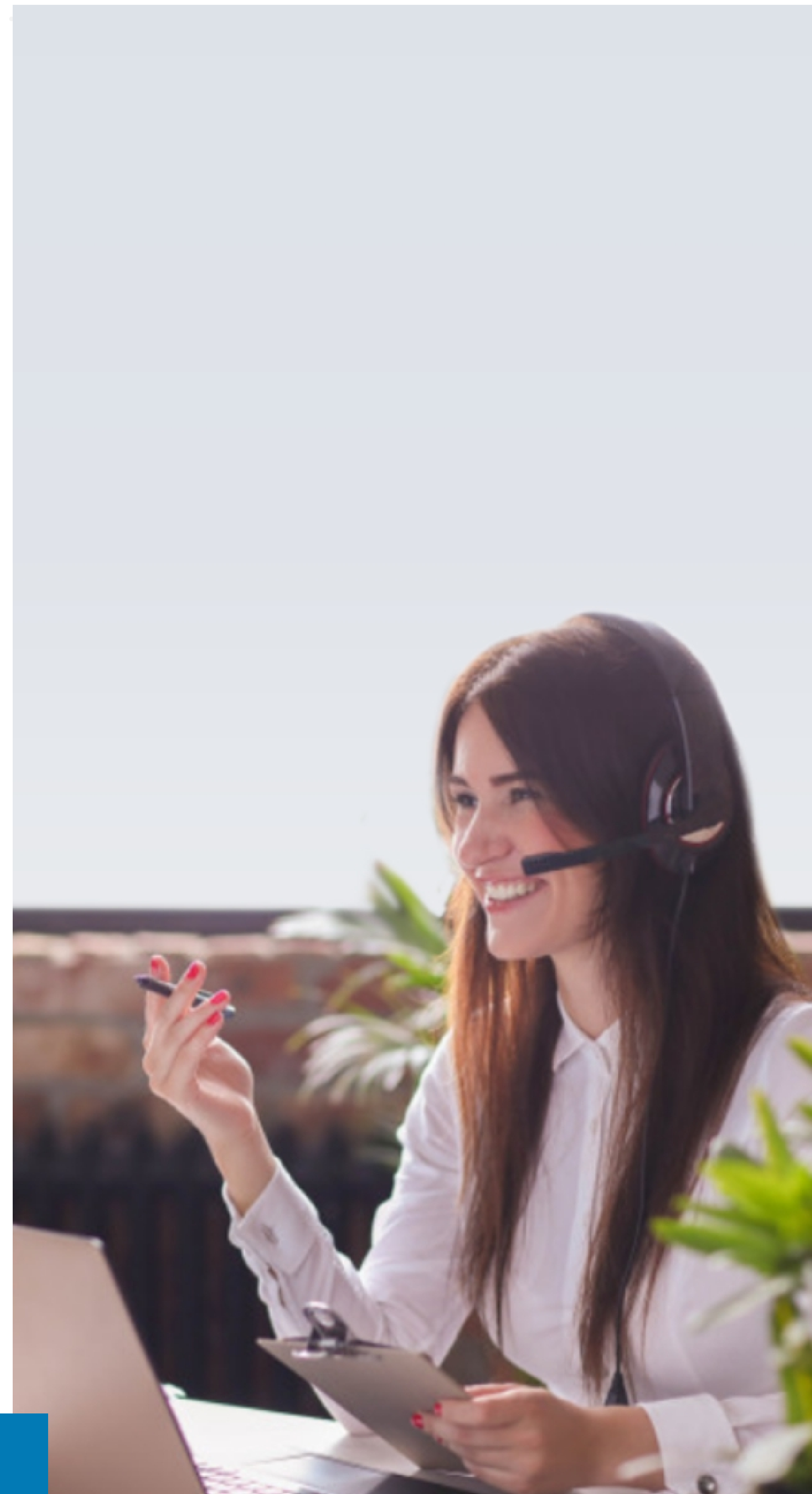


Our client is a fast-growing company that provides solutions for healthcare systems of medical device companies. These companies provide life-saving devices and services to hospitals and clinics across the USA. They have a team of sales reps who are responsible for delivering and installing the equipment, as well as providing training and support to the medical staff. Their business is crucial for the health and well-being of millions of patients who rely on their products every day. Their success depends on their ability to communicate and coordinate effectively with their customers and their sales team.

Challenges

However, these companies were facing a major problem that threatened their reputation, revenue, and growth. They had no easy way to:

- Maintain team coordination and communication between hospitals & sales representatives
- Schedule and assign tasks
- Track the progress and location of their sales representatives
- Access advanced analytics and reporting capabilities
- Have recognition and rewards for sales representatives
- Monitor their performance and expenses
- Analyse customer trends and needs
- Forecast sales and plan ahead
- Keep a complete workload management
- Achieve data security and compliances



Situation

Their existing application was outdated, slow, and unreliable. These problems caused them to:

- Lose customers to their competitors who had more efficient and innovative solutions
- Miss deadlines and deliver poor quality service
- Inadequately utilized resources and incur high operational costs
- Make poor decisions based on incomplete or inaccurate data
- Potentially lose trust from their investors who questioned their viability and profitability

They needed a solution that could help them overcome these challenges and achieve their goals.

Decision to choose Fortunesoft

These companies realized that they could not afford to lose any customers or market share, and that they had to act fast to find a solution that could help them achieve their competitive edge. Our client searched for a software development company that had the expertise, experience, and reputation to create a high-end software product that could meet their needs and expectations. They found Fortunesoft IT Innovations, a leading software product engineering and consulting company that provides end-to-end SaaS product development services for enterprises and start-ups in Fintech, Healthcare, and eCommerce. They were impressed by Fortunesoft's portfolio, testimonials, and ratings, and decided to partner with them to develop SalesC2.

Solutions

Fortunesoft has proposed a number of solutions that brought in many new features available to the companies.

- Fortunesoft worked closely with the client to develop an advanced Team & Task Management System called SalesC2.
- Extensive research was conducted on the healthcare industry to identify requirements and pain points.
- The solution leveraged cutting-edge technologies for end-to-end development and was made compatible with Web, iOS, and Android.
- Agile methodology with Continuous Integration and Continuous Deployment approach was followed for accelerated time-to-market and increased transparency.
- The solutions provided helped the companies to leverage the technology to its true potential by expanding their service horizons beyond their limits.

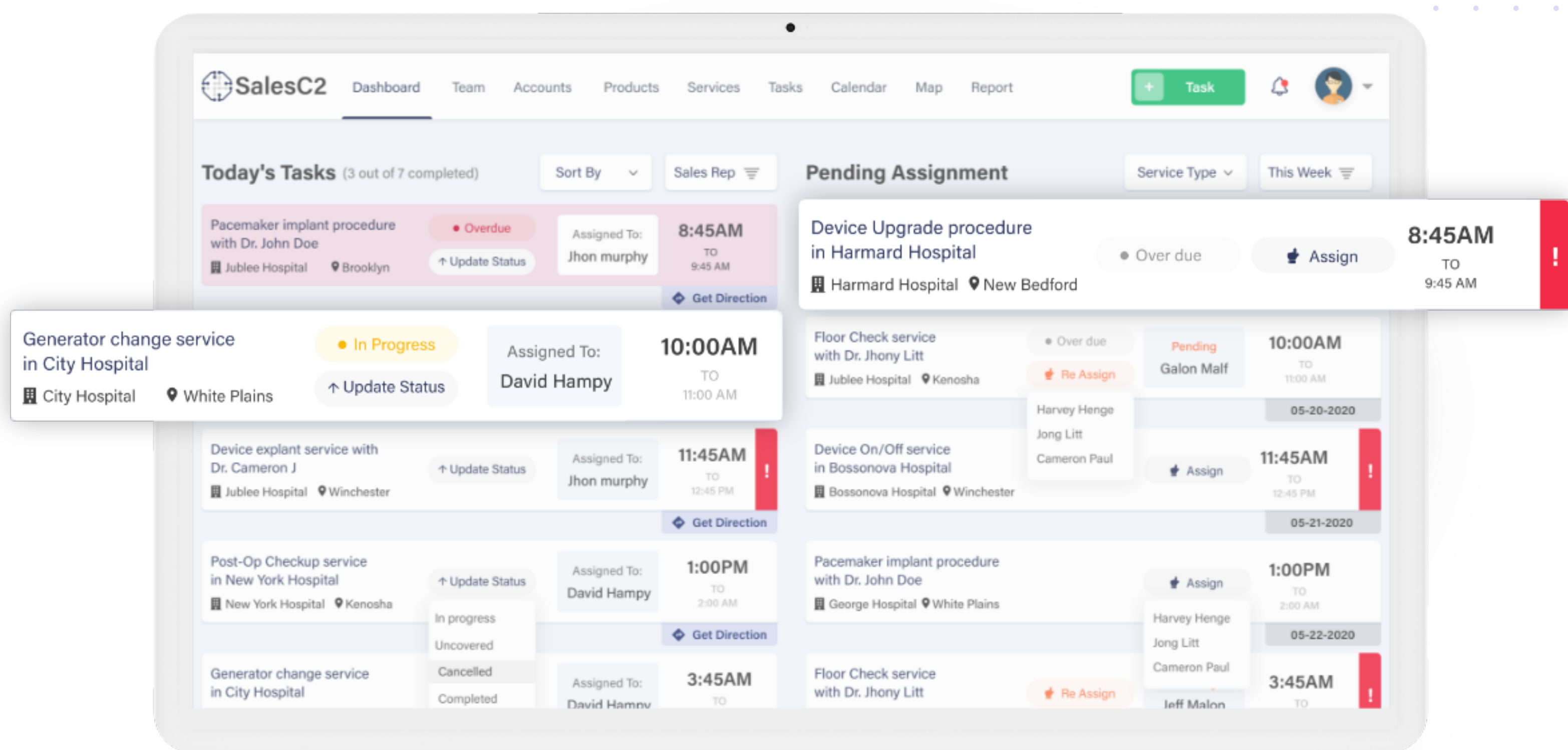


Key Features



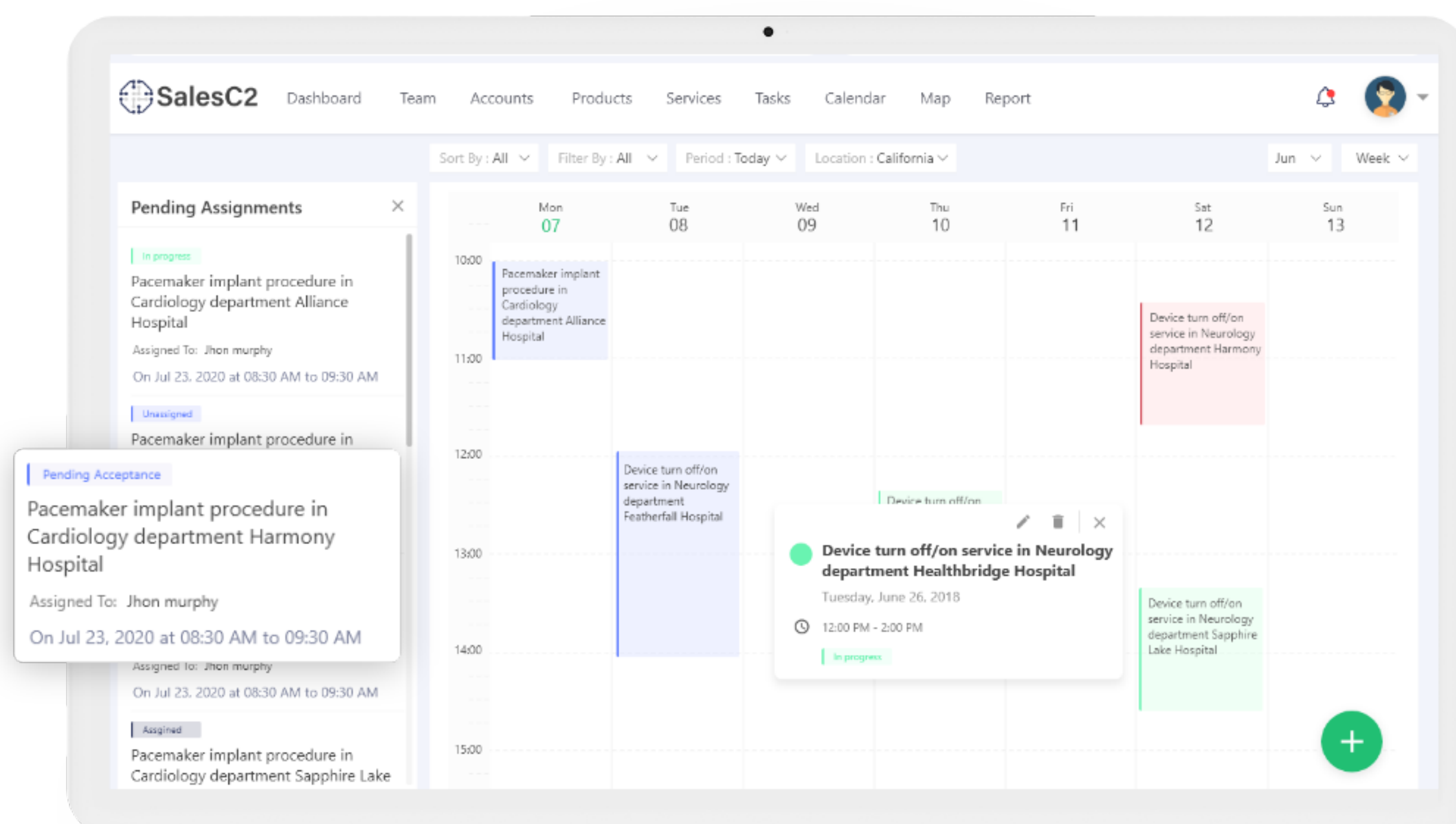
High-end Automated Scheduling

The companies can now schedule tasks on the go through automatic task assignment by effective team collaboration techniques. They can also reschedule or reassign tasks to team members as needed.



Effective Collaboration

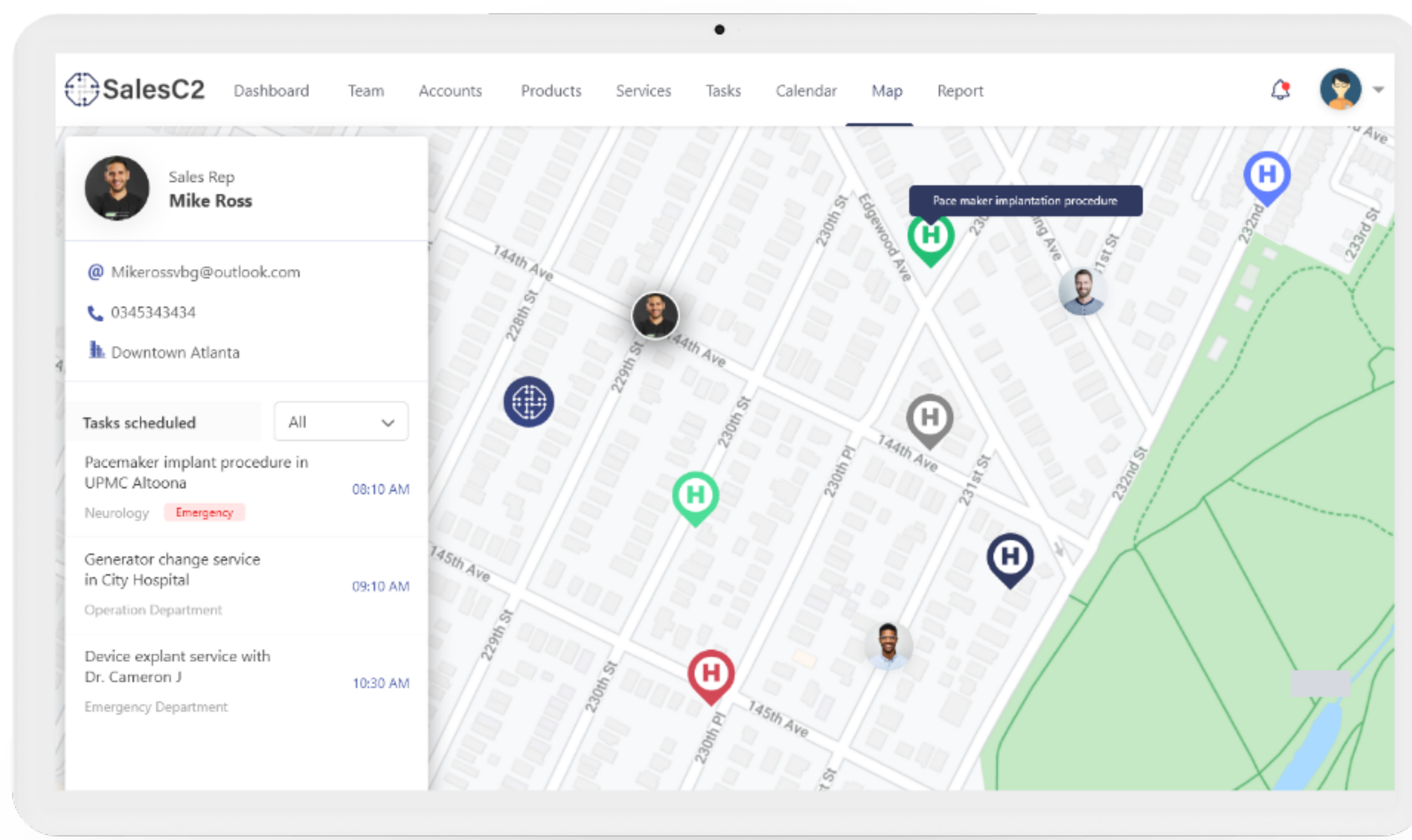
The companies can now facilitate communication and coordination between their sales reps and the hospitals through chat, email, phone, or video calls. They can also share documents, files, images, or videos with ease.





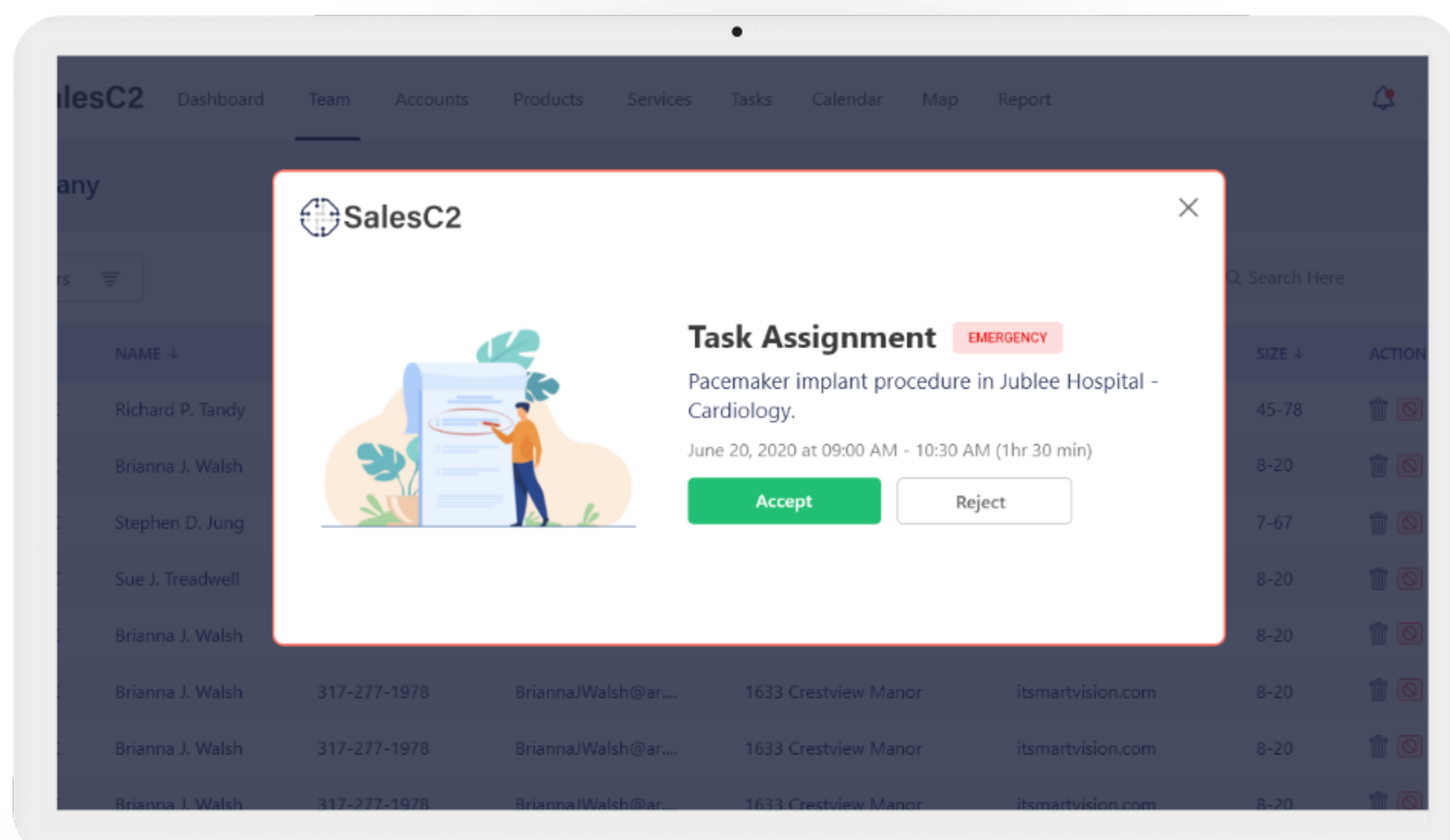
Utmost Transparency

The companies can now track their sales reps' whereabouts through GPS tracking and map them with nearby emergency tasks automatically. They can also monitor their activities, performance, expenses, and feedback through simplified reports and dashboards.



Quick Response Mechanisms

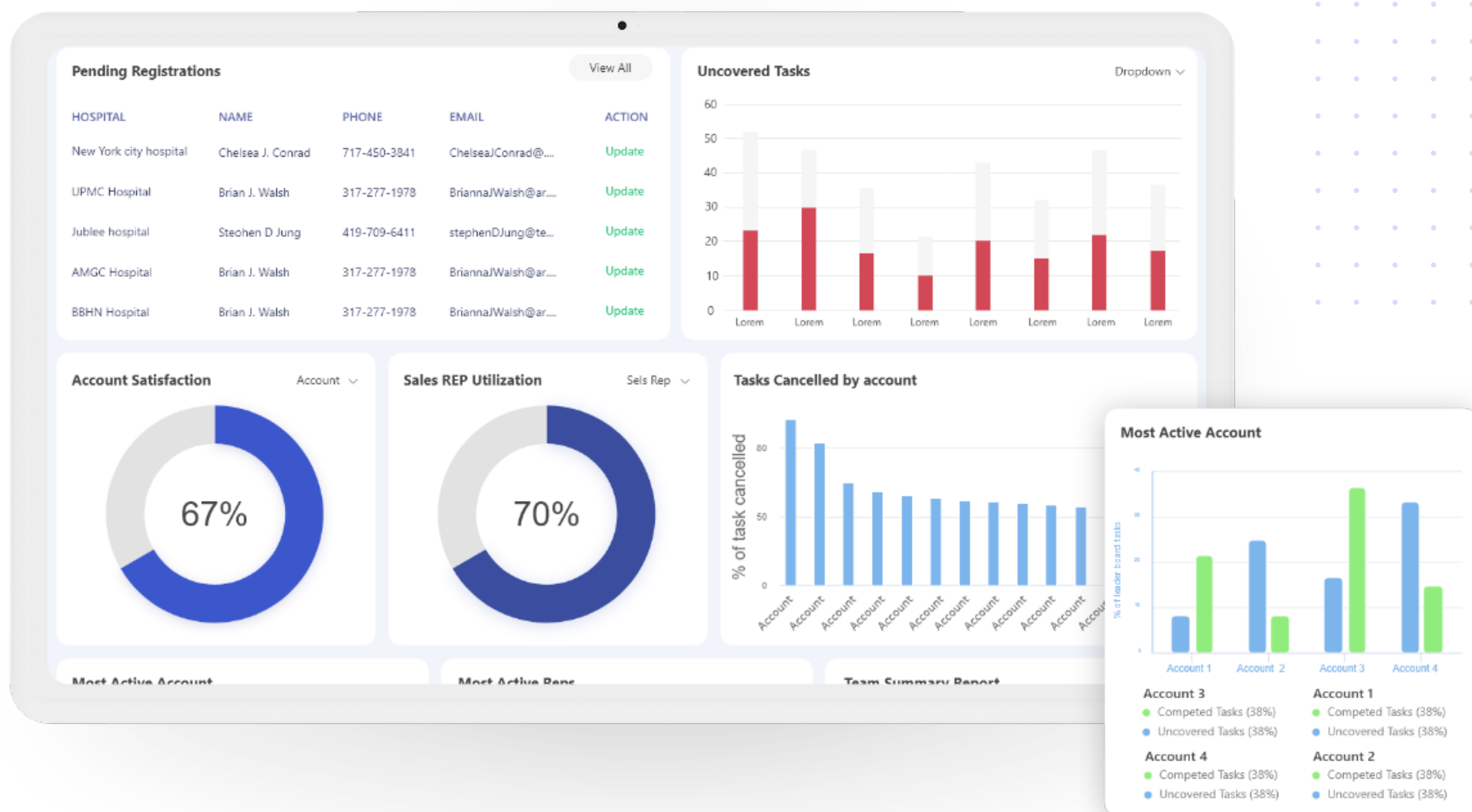
The companies can now alert their sales reps continuously at regular intervals to accept emergency tasks. They can also onboard their customers easily via a one-step profile setup.





Advanced Business Intelligence

The companies can now equip their sales team with an advanced analytics engine at their disposal to take data-driven decisions. They can also analyze customer trends and activities, better forecast sales, and increase revenue generation.



Results

After partnering with Fortunesoft IT Innovations, our client was able to implement SalesC2 within the agreed timeline and budget, with increased implementation transparency and visibility. SalesC2 was a multi-tenant SaaS model that offered them a secure, scalable, and reliable solution that met their industry standards and requirements. SalesC2 had a user-friendly design that made it easy for them to use and navigate. SalesC2 had a strong and powerful backend that ensured fast performance and minimal response time. The team at Fortunesoft was agile, young, and dynamic, and was able to quickly jump into action to provide our client with the platform, enabling the medical device companies to overcome their challenges.

With SalesC2, medical device companies are able to:

- ✓ Implement innovative management solutions to many teams and hospitals across USA.
- ✓ Deliver a competent task management platform that met the desired results effectively.
- ✓ Generate stunning revenue.
- ✓ Cater to more services and generate more revenue through market capitalization.
- ✓ Provide excellent sales & post-sales service to healthcare companies.
- ✓ Improve their team coordination and communication
- ✓ Streamline their task scheduling and management
- ✓ Enhance their customer engagement and satisfaction
- ✓ Increase their efficiency and productivity
- ✓ Boost their sales performance and revenue
- ✓ Gain a competitive edge in the market

Our client was delighted with SalesC2's results and benefits and recommended it to other medical equipment companies who were looking for a similar solution. They were also impressed with Fortunesoft's professionalism, expertise, quality, and support. The client was happy to continue working with Fortunesoft for future projects.



What The Client Says About Us

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"Fortunesoft IT Innovations has been an outstanding business partner for our company. After a terrible experience using offshore developers, we took a chance on Fortunesoft IT Innovations and they have been excellent to work with. The team is relentless in following agile development processes. They took the time to learn our business and it shows in the quality of the work they do. Their team has a broad range of skillsets and were able to help us with every aspect of our start-up company."

Conner Humphrey

Co-Founder SalesC2, Texas US



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Happy Clients

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Successful Projects

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Successful Sprints

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