

About Swisslog:

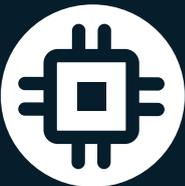
About Swisslog: Swisslog Healthcare delivers material transport, medication management and supply chain management solutions that increase efficiency and enhance the patient experience in forward-thinking health systems.

www.swisslog.com/healthcare



SWISSLOG HEALTHCARE IMPROVES CUSTOMER EXPERIENCE

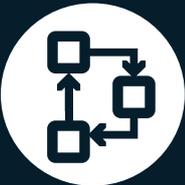
“Sales automation for our new Inside Sales department is fundamentally about enabling seamless customer engagement and managing the end-to-end execution of incoming requests in a structured and effective way”.
Patrick Koch, Head of EMEA Swisslog Healthcare



technology



people



process

Executive Summary

Swisslog Healthcare is continuously improving their products and services for their customers. They recently successfully implemented a new solution developed by Nimble institute and powered by Bizagi's BPMS software. The project outcome resulted in fully automated processes for the Inside Sales department. Multi-functional teams are efficiently aligned by the new automated process flow. Incoming sales requests serving customer needs can now be dealt with in a very efficient and professional way. The BPMS software is fully connected to Swisslog Healthcare's salesforce.com. Also Navision CRM as well SAP have a position (data import of entry) in the process. While building the connections Nimble managed to adapt to the changing needs in a very successful way. The result of this project is a reduction of time in entering data in IT systems by 30%. All above resulted as well in decreased lead time for quotations by 50% by reducing waste and unnecessary hand-overs. The implemented leaning@work methodology ensures continuous improvement for Swisslog Healthcare.



Challenges

Swisslog Healthcare experienced growth through acquisitions, this led towards fragmented processes and IT systems. On EMEA level there was no standard process for handling quotations for smaller deals. At Swisslog Healthcare the sales reps were managing many opportunities by navigating through different departments and systems with many touch points and hand-offs. There was 60% time spend on non-business added value tasks with the risk of mistakes and losing focus on deals and customers. This resulted in an average lead time for sending quotations to customers in their installed base of 42 days on average. There was a strong need to create an Inside Sales department focusing on the smaller deals to serve customers better and have the outside sales team focusing on finding new customers and larger orders. This required an enterprise application to automate the process, reduce waste and inconsistencies.

“With the Bizagi Sales Automation software we were able to automate routine tasks resulting in faster response times to customers and a more controlled workload balance in my team”.

Olle Bulder – Team Leader Inside Sales

Results

Swisslog Healthcare is proud of the remarkable results. They decided based on this to expand the concept across the EMEA region where now there is standardization in all Inside Sales teams. Calculation models are now centrally managed resulting in risk reduction of errors in quotations. Due to the integration with SAP, salesforce.com and Navision reduction of time in entering data in systems is reduced by 30%. All above resulted as well in decreased lead time for quotations by 50% by reducing waste and unnecessary hand-overs. The implemented *leaning@work* methodology ensures continuous improvement.

Solution

Nimble institute worked with the team to analyze the current processes and was a catalyst for creative design thinking to ensure to create the best design, optimize and automate the processes with the low coding BPMS software from Bizagi. Resulting in connecting and streamlining the functions responsible for fulfilling the customer needs. A bi-directional connection to the existing salesforce.com and Navision CRM system was made. Due to the contextual representation of data in Bizagi the team have a significant time saving of entering data in the CRM. The system provides real time KPI's and monitoring to manage the Inside Sales team efficiently through a single platform with access anywhere. The process automation allows inside sales to quickly convert leads into revenue and through that, satisfying Swisslog Healthcare's customer needs with confidence.



Lead times

decreased lead time for quotations by 50% by reducing waste and unnecessary hand-overs.



Data entry

reduction of time in entering data in systems is reduced by 30%

“Navigating your change, combining the power of people, processes and technology. That's Nimblicity”

Nimble Institute
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