

Refresh & Update



case study



Industry: HLS



Products Used: Sales Cloud

Company Overview

Custom Pharma is a leading contract development and manufacturing organisation (CDMO) specialising in tailored pharmaceutical solutions. With a commitment to quality, compliance and innovation, Custom Pharma supports pharmaceutical companies in delivering safe and effective medicines to market.

Challenges

Custom Pharma identified several opportunities to enhance their Salesforce system:

- **User Interface Enhancement:** While the current Salesforce® setup offered extensive functionality, it required streamlining to improve navigation and efficiency for the sales team.
- **Improved Data Alignment:** Key sales and operational data could be structured more effectively to ensure processes align seamlessly with business needs.
- **Optimised System Performance:** The company aimed to enhance automation and integrations to support its evolving requirements and drive greater efficiency.

Solution

Mint® worked closely with Custom Pharma to enhance their Salesforce® platform by:

- **Optimising UI Design:** Streamlined the interface, making it cleaner and more intuitive for users.
- **Aligning Data to Business Processes:** Ensured key sales and operational data was structured logically, enabling better decision-making.
- **Enhancing System Performance:** Implemented automation, integrations, and best practices to improve efficiency and usability.

Results

- **Increased User Adoption:** A more intuitive interface led to greater engagement and ease of use for the sales team.
- **Improved Sales Processes:** Better data alignment and streamlined workflows, reducing manual effort and errors.
- **Greater Efficiency:** Automation and system improvements reduced administrative tasks, allowing teams to focus on business growth.



"Before Mint® stepped in, Salesforce® felt more like a maze than a tool. Now, it actually works for us—easy to use, data in the right place, and everything just flows better. The difference is night and day."

Chris Davison, CEO

Conclusion

By partnering with Mint®, Custom Pharma transformed their Salesforce® experience, driving efficiency, better sales performance and an improved user experience. The redesigned system not only simplified day-to-day operations but also empowered the sales team with real-time data insights, allowing for more strategic decision-making.

Ready to maximise your Salesforce® potential?

Contact Mint® today:

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To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



PARTNER