



case study

 Industry: HLS
 Products Used: Sales Cloud

Company Overview

NextPharma is a European CDMO supporting pharmaceutical, nutraceutical, biotech and healthcare industries. With 2,300+ employees across multiple locations, it offers development, clinical trials, manufacturing, and packaging services.

Challenges

Recognising potential for enhancement:

- **Increasing User Adoption:** By raising awareness of key functionalities, NextPharma aimed to streamline workflows and enhance user experience.
- **Standardising Usage:** Implementing a standardised approach across teams presented an opportunity to boost efficiency and system effectiveness.
- **Building Confidence:** Providing guidance on navigating the updated Salesforce® platform would empower users to leverage its full potential.

Solution

Partnering with Mint®, NextPharma transformed its Salesforce® system:

- **User Management and Permissions:** Ensuring that NextPharma's team members had appropriate access, enhancing security and operational efficiency.
- **System Configuration:** By updating system configuration, Mint® streamlined NextPharma's business processes, reducing manual tasks and increasing overall productivity.
- **Tailored Reports and Dashboards:** Helping NextPharma track KPIs and business-critical metrics, empowering decision-makers with real-time data for informed business decisions.

Results

- **Real-Time Optimisation:** Improved processes and workflows tailored to business needs.
- **Improved User Adoption:** Employees gained confidence in Salesforce®, leading to higher engagement and productivity.
- **Ongoing Optimisation:** Mint®'s proactive support ensures Salesforce® evolves with NextPharma's business needs.



"The team is knowledgeable, responsive, and proactive — exactly what we need."
Hannah Scholes, Executive Assistant

Conclusion

With Mint®'s Managed Services, NextPharma has optimized Salesforce® for efficiency, data accuracy, and user adoption. Their expert support provides a scalable, industry-specific solution that ensures long-term success in a complex, regulated environment.

Ready to future-proof your business with Salesforce®?

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.

