

Refresh & Update

NextPharma

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

NextPharma recognised several opportunities for improvement:

- **Embracing Modernisation:** NextPharma saw the opportunity to upgrade their implementation, initially set up in 2013, to better align with evolving business needs.
- **Streamlining Data Management:** By moving away from separate tools like Excel, OneNote, and Word, NextPharma aimed to enhance efficiency and achieve consistent reporting.
- **Automating Reporting:** NextPharma identified the potential to improve efficiency and accuracy by transitioning from manual to automated management reports.

Solution

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

- **System Upgrade:** Migrated NextPharma from Salesforce® "Classic" to "Lightning," enhancing usability and ensuring readiness for future updates.
- **Centralised Data Management:** Streamlined processes so all client interactions, notes and communications were logged within Salesforce®.
- **Enhanced Reporting and Dashboards:** Developed new reports and refreshed existing dashboards, providing real-time insights and KPI tracking.

Results

- **Improved Efficiency:** Automated data capture eliminated silos, enabling seamless client interaction management.
- **Enhanced Reporting Accuracy:** Sales activity and customer interactions were now tracked effortlessly.
- **Streamlined Reporting:** Monthly reports were instantly generated within Salesforce® as a single source of truth.



"As a leading growing European pharmaceutical CDMO, it's essential that we have a Salesforce® solution that meets our specific needs. Partnering with Mint® has ensured we achieved our objectives."
Pierre Delavaud, Chief Commercial Officer

Conclusion

NextPharma's collaboration with Mint® has revolutionised its Salesforce® experience, enhancing efficiency, reporting, and data centralisation. With an optimised system in place, NextPharma is now well-equipped to drive future growth and operational excellence.

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.



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