



# 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:

- **Expanding Expertise:** By seeking additional Salesforce® knowledge, NextPharma aimed to fully utilize the platform's capabilities.
- **Boosting Efficiency:** Automating processes to enhance productivity.
- **Improving Data Quality:** Addressing issues of inaccurate, duplicate, and inconsistent data offered the potential to improve decision-making.
- **Enhancing Adoption:** Simplifying navigation to boost efficiency and adoption.

## Solution

NextPharma partnered with Mint® to refine its Salesforce® training programme:

- **Customised Learning Approach:** Training was adapted to different user skill levels, ensuring all participants gained practical, relevant knowledge.
- **Hands-On Learning:** Interactive exercises allowed users to apply their knowledge in real-time, reinforcing best practices and boosting adoption.
- **Post-Training Support:** Ongoing guidance ensured continuous improvement and maximised long-term value from Salesforce®.

## Results

- **Higher Adoption Rates:** Users actively engaged with the system, integrating Salesforce® into their daily workflows and improving efficiency.
- **Increased Confidence:** Users became proficient in navigating Salesforce®, leveraging its features to streamline processes and drive better outcomes.
- **Improved Collaboration:** Teams worked more effectively within Salesforce®, ensuring data consistency.



**"The training was informative while being hands-on. Mint® kept it relevant and relatable to the team, which made the difference. Great job!"**

*Hannah Scholes, Executive Assistant.*

## Conclusion

Mint®'s tailored training empowered NextPharma to maximise Salesforce® adoption and efficiency. With a confident team and optimised system, NextPharma is now positioned for long-term success.

**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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