



case study

Company Overview

PCI Pharma Services is a global Contract Development & Manufacturing Organisation (CDMO) providing end-to-end pharmaceutical solutions. With over 7,500 employees across 38 global facilities and \$1B+ in revenue, PCI needed a way to capture event attendee details in Salesforce® and optimise event management.

Challenges

Opportunities to streamline Event Data Management:

- **Enhanced Event Data Integration:** PCI identified the potential to better incorporate event attendee insights into Salesforce®, aiming to streamline data flow and improve overall efficiency.
- **Optimising Manual Data Entry:** Marketing and sales teams recognized the opportunity to reduce time spent on manual data reconciliation, allowing them to focus more on strategic activities.
- **Automation Potential:** PCI saw the chance to enhance follow-up processes with leads and attendees, aiming to increase consistency and boost conversion rates.

Solution

Mint® partnered with PCI to integrate Romify with Salesforce® in order to enhance marketing efficiency:

- **Seamless Romify Integration:** Enabled real-time event data synchronisation within Salesforce®.
- **Automated Workflows:** Streamlined attendee follow-ups, reducing manual workload and improving engagement.
- **Optimised Lead Nurturing:** Structured data and automation improved prospect engagement and conversions.



Industry: HLS

Products Used: Sales Cloud, Service Cloud, Platform, Tableau, Experience Cloud, Inbox

Results

- **50% Reduction in Manual Effort:** Automation freed up marketing resources for strategic initiatives.
- **Greater Marketing ROI:** Data-driven insights enabled better decision-making and improved event outcomes.
- **Scalable Event Management:** PCI can now confidently expand its event marketing strategy without operational bottlenecks.



"From day one, their experts worked seamlessly with us, ensuring Romify integrated flawlessly into our Salesforce® platform. Every challenge we faced was met with a solution, and the result is nothing short of brilliant."

Amanda Anderson, Global Marketing Manager

Conclusion

PCI's Romify Integration within Salesforce® has streamlined event data management, improved marketing automation, and increased efficiency. By partnering with Mint®, PCI now has a scalable, data-driven Salesforce® solution that enhances event success and lead engagement.

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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