

Automation
Optimisation



case study



Industry: HLS



Products Used: Sales Cloud

Company Overview

Pharmaron is a premier life science service provider offering comprehensive research, development, and manufacturing services across the drug discovery, preclinical, clinical development, and commercialisation processes. With a commitment to supporting partners in bringing innovative medicines to market, Pharmaron operates globally, delivering high-quality services to the pharmaceutical and biotech industries.

Challenges

Pharmaron identified opportunities to improve Salesforce®:

- **Automate Routine Tasks:** Implement automation to reduce manual workloads and increase operational efficiency.
- **Enhance User Adoption:** Simplify processes in Salesforce® to encourage consistent use among team members.

Solution

Mint® supported Pharmaron in its use of Salesforce®:

- **Comprehensive Assessment:** Mint® conducted an in-depth review of Pharmaron's existing Salesforce® setup to identify areas for improvement.
- **User-Centric Design:** Redesigned the Salesforce® interface to be intuitive, promoting higher user adoption rates.
- **Process Automation:** Automated routine tasks such as data entry and reporting, aligning with industry best practices to enhance efficiency.

Results

- **Enhanced Efficiency:** Automation of routine tasks reduced manual efforts, allowing teams to focus on strategic initiatives.
- **Improved Data Integration:** Unified systems provided a holistic view of operations, facilitating informed decision-making.
- **Increased User Adoption:** Simplified processes led to a higher rate of Salesforce® usage among staff.



"They got straight to the point, understood our needs, and delivered solutions that just work. Our team couldn't be happier with the improvements."
Kelly Merroth, Marketing Manager

Conclusion

Pharmaron's partnership with Mint® exemplifies the transformative impact of expert Salesforce® consultancy in the health and life sciences sector. By addressing specific challenges and implementing tailored solutions, Pharmaron enhanced their operational efficiency and effectiveness.

Ready to optimise your business processes 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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