



case study



Industry: HLS



Products Used: Sales Cloud, Service Cloud, Experience Cloud, MC Account Engagement

Company Overview

PillTime Ltd. is a UK-based digital pharmacy revolutionising how patients receive, manage and understand their prescriptions. With a focus on personalised medication pouches and digital innovation, PillTime enhances medication adherence, safety and convenience.

Challenges

PillTime identified several opportunities to enhance their Salesforce® system:

- **Time-Intensive Checks:** Customer service teams were manually checking prescription tokens, leading to delays.
- **Inconsistent Status Updates:** Prescription stages weren't always reflecting the true status due to missed tokens.
- **User Workload:** Repetitive checks added to staff workload and potential for error.

Solution

Mint® developed a custom automation framework within Salesforce® to handle auto-repeat prescription processes:

- **Intelligent Token Monitoring:** An automated hourly check determines if all medication tokens for the month have been received.
- **Smart Stage Updates:** Using set business rules to update the data automatically.
- **Controlled Execution Windows:** Automation is paused daily to align with operational preferences and avoid unnecessary runs.

Results

- **Efficiency Gains:** Automated checks significantly reduced manual admin work.
- **Better Accuracy:** Real-time logic ensures prescription stages are always up-to-date.
- **Improved Workflow:** Customer service staff now focus on support rather than routine validation.



"This change has saved us hours each day. Mint® understood exactly what we needed and delivered an automation that's both smart and reliable."

Oliver McCarthy, PMO Manager

Conclusion

This automation project illustrates how even highly specific operational needs can be met with tailored Salesforce® development. With Mint®'s support, PillTime transformed a repetitive task into a reliable, scalable system feature. The automation not only boosts efficiency but also enhances service reliability and compliance.

Want to automate the manual?

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