

Sintetica®

case study



Industry: HLS



Products Used: Sales Cloud

Company Overview

Sintetica Ltd. is a pioneering pharmaceutical company dedicated to developing cutting-edge pain management and anaesthesia solutions. With a legacy of excellence in pharmaceutical research and development, the company is committed to improving patient outcomes through innovation and high-quality products.

Challenges

Sintetica identified several areas for enhancement:

- **Opportunity for Expert Support:** The in-house team recognised the need for specialist Salesforce® guidance to enhance efficiency.
- **Refocusing Resources:** Routine admin tasks and troubleshooting were diverting attention from strategic business priorities.
- **Untapped Potential:** There was an opportunity to leverage more of Salesforce®'s advanced capabilities for greater impact.
- **Enhancing Data Accuracy:** Improving data consistency and reporting precision would strengthen decision-making.



"Their team keeps everything running smoothly, answers our questions fast and actually helps us make the most of the platform. It's been a huge relief for us."

Project Manager

Solution

Sintetica® partnered with Mint® to leverage their Managed Services:

- **Dedicated Support:** Mint® provided ongoing managed services, offering expert guidance and rapid issue resolution.
- **Optimised Processes:** The team reconfigured Salesforce® to streamline workflows and reduce administrative burdens.
- **Proactive Monitoring:** Continuous system checks and performance reviews helped prevent issues before they escalated.

Results

- **Increased Efficiency:** Sales teams could focus on client relationships instead of system administration tasks.
- **Better Data Accuracy:** Improved reporting and insights enabled more informed business decisions.
- **Enhanced System Performance:** Faster, more reliable Salesforce® operations reduced downtime and frustrations.
- **Higher Adoption Rates:** Team members fully embraced the platform, using more of its advanced features.

Conclusion

By partnering with Mint®, Sintetica Ltd. transformed its Salesforce® experience, overcoming key challenges and unlocking new efficiencies. With expert support, optimised workflows and ongoing innovation, the company can now focus on what truly matters—delivering cutting-edge pharmaceutical solutions.

Ready to maximise your Salesforce® potential?

Contact Mint® today:
+44 (0) 800 032 2840
hello@mintcrm.co.uk



To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



PARTNER