



# 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 took a forward-thinking approach to improving their systems:

- **Dispatch Delays:** The existing setup for label printing lacked automation and required manual intervention.
- **Data Limitations:** Salesforce® data exported to Shipmate via JSON was incomplete, affecting courier logic.
- **Scaling Limitations:** As shipping needs expanded, manual processes were increasingly inefficient.

## Solution

Mint® collaborated with PillTime to implement an enhanced integration with Shipmate to support dispatch operations:

- **Field Reorganisation:** Product weight, originally recorded under a niche section, was moved to a generalised field to improve system accessibility.
- **Extended Data Output:** Additional attributes were added to the Salesforce.json payload, giving Shipmate the required context to make courier decisions.
- **Integration Readiness:** JSON outputs were reviewed and structured to align with Shipmate's automated selection and printing rules.

## Results

- **Courier Automation:** Based on enriched data, Shipmate automatically selects the correct courier and service.
- **Efficient Dispatch:** Labels are generated instantly, improving speed and consistency.
- **Scalable Model:** The system is now ready to accommodate higher volumes and future integrations.



**"This integration has made our fulfilment team's life much easier. Mint® understood our requirements down to the detail and made sure every field was right where we needed it."**  
*Oliver McCarthy, PMO Manager*

## Conclusion

PillTime's dispatch operation has been significantly upgraded with Shipmate, allowing the team to streamline their labelling process while reducing room for error. With automation built into the data pipeline and courier logic now embedded in real time, the team operates faster and more confidently. Mint® delivered a highly technical solution that was grounded in user practicality, ensuring the system not only works well but fits smoothly into everyday workflows.

### Need dispatch automation that just works?

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



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