CASE STUDY

quadrafort

Healthcare

An Indian company providing healthcare outsourcing solutions, including revenue cycle management, medical coding, and healthcare IT services. It serves healthcare providers, payers, and billing companies globally, aiming to optimize revenue and operational efficiency. It utilizes technology and domain expertise to deliver scalable solutions tailored to the evolving needs of the healthcare industry.

Value Creation Modules

Lead Management
Streamlines lead capturing, tracking, and nurturing processes, enhancing sales team efficiency and boosting conversion rates.

Account & Contact Management
Maintaining Client details on a single platform along with their SPOCS as Contacts within the system

Opportunity Management
Track sales prospects efficiently & prioritize deals leading to increased win rates and revenue growth.

Forecasting Management
Accurate sales predictions, aiding in resource allocation, budget planning, and goal setting

Case Management
Client Issues Resolution with an increased efficiency within defined timelines.

Performance Monitoring
Continuous performance monitoring with Sales Team on Deals Closure and future revenue pipeline

Integrations
Direct Integrations with LinkedIn Sales Navigator to streamline data flow from other platform

Personas

- Sales Team
- Marketing Team
- Management Team
- Service Team

Products & Technologies Used

salesforce sales cloud   salesforce service cloud

INDUSTRY

Healthcare

CHALLENGES

- Manual Data Management
- Limited Visibility in terms of Data and Pipelines with different teams
- Ineffective Lead Management
- Disconnected Communication
- Inefficient Case Resolution
- Lack of Team performance & Targets Tracking

SOLUTION

- Salesforce provided a centralized platform for managing leads, accounts, contacts, and cases, reducing manual efforts, minimizing errors
- Gained real-time insights into their sales pipeline, customer interactions, and service requests
- Enabling more informed decision-making and accurate forecasting.
- Integrating Salesforce with LinkedIn facilitated seamless communication and relationship building between company's sales teams and prospects.

BENEFITS

- Customer 360 View
- Saving time and resources across lead management, account tracking, contact management
- Improving decision-making based on reliable insights.
- Empowering the company to make data-driven decisions and optimize performance.
- Improved customer engagement, nurturing relationships and increasing conversion rates.
- Smoother account management, streamlined case resolution, and ultimately, improved customer satisfaction.