



CUSTOMER CASE STUDY

SOLUTION

Dynamics CRM was chosen as a core system in order to maintain unique patient-related information in all systems. It was also used to cover business processes for B2B and B2C areas, as well as to be close to the patients through implementing an improved customer care process in more than 17 departments.

LINKSOFT

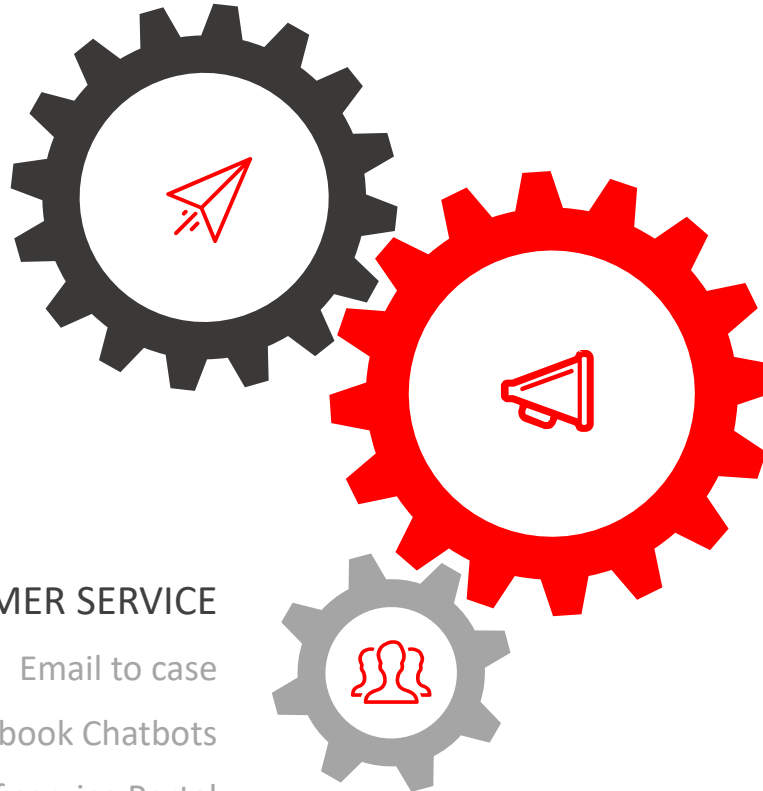


REGINA MARIA

COMPONENTS

SALES

- Doctors onboarding and retention
 - Corporate Sales
 - Child Births
 - Stem
 - Laboratory



CUSTOMER SERVICE

- Email to case
- Facebook Chatbots
- Self service Portal

MARKETING

- Lead Generation
- Email marketing
- Task Distribution
- Social Media Campaigns

WIN RESULTS

Using Microsoft Dynamics CRM solution, our client gained a complete historical view of the patient through the implementation of the sales processes for B2B and B2C areas, through the implementation of the customer care module covering SLA functionalities and engaging more than 17 departments, and also through the integration with the existing company solutions like ERP and medical systems. Dynamics CRM is the core application of the company offering a single and complete view of the patient.

LINKSOFT


REGINA MARIA

