



## CASE STUDY

# Swisslog Healthcare automates sales team operations for 50% faster quotation lead time



**Company name :**

Swisslog Healthcare

**Industry:**

Healthcare

**Partner:**

Nimble Institute

**Location:**

Colombia

Swisslog Healthcare's growth through acquisitions led to fragmented processes and IT systems, with sales reps having to navigating multiple touchpoints and systems. This meant 60% of their time was spent on non-business value add tasks, with the risk of mistakes and losing focus on deals and customers. There was an average lead time of 42 days to send quotes to customers already in their database.

With the help of implementation partner Nimble Institution, Swisslog Healthcare created an Inside Sales team to better serve the customers. Supported by process automation, the concept was rolled out across EMEA. Calculation models are now centrally managed for a reduced risk of errors, while system integration has reduced data entry time by 30%. This centralized approach contributed to a 50% decrease in lead time for quotations by reducing waste and unnecessary handovers.

**50%** faster quotation lead time

**30%** time saving on data entry

*"The Bizagi Sales Automation software allowed us to automate routine tasks, resulting in faster response times for customers and a more controlled workload in my team."*

Swisslog Healthcare

## Objectives

- Established central system for transparency
- Integrate fragmented systems and applications
- Create standardized sales process
- Bring transparency to sales process
- Speed up quotation lead time, currently taking 42 days
- Eliminate risk of errors from manual data entry

## Achievements

- 50% faster quotation lead time
- 30% time saving on data entry through process automation
- All sales operations managed through single Bizagi platform
- Complete integration with SAP, Salesforce and Navision CRM
- Inside Sales teams established with centralized calculations
- Realtime KPIs and process monitoring

## Overview

Swisslog Healthcare delivers material transport, medication management and supply chain management solutions that increase efficiency and enhance the patient experience in forward-thinking health systems.

Swisslog Healthcare is continuously improving their products and services for their customers. They recently successfully implemented a new solution developed by implementation partner Nimble Institute and powered by Bizagi low-code process automation software. The project outcome resulted in fully automated processes for the Inside Sales department.

## Challenge

Swisslog Healthcare experienced growth through acquisitions, which led towards fragmented processes and IT systems. At the regional EMEA level there was no standard process for handling quotations for smaller deals.

The sales reps were managing many opportunities by navigating through different departments and systems with multiple touchpoints and hand-offs. This meant 60% of their time was spent on non-business value add tasks, with the risk of mistakes and losing focus on deals and customers.

This resulted in an average lead time of 42 days to send quotations to customers already in their database. There was a strong need to create an Inside Sales department focusing on the smaller deals to better serve customers while the outside sales team focused on finding new customers and larger orders. This required an enterprise application to automate the process, reduce waste and inconsistencies.

## Solution

Nimble Institute worked with the Swisslog Healthcare team to analyze the current processes and ensure the best design, optimize and automate the processes using Bizagi's low code platform.

Functions responsible for fulfilling the customer needs were connected and streamlined and Nimble Institute connected Bizagi to the existing Salesforce and Navision CRM system. The contextual representation of data in Bizagi allows the team to save significant time when entering data in the CRM.

The system provides real time KPIs and monitoring to manage the Inside Sales team efficiently through a single platform with access from anywhere. The process automation allows Inside Sales to quickly convert leads into revenue, satisfying Swisslog Healthcare's customer needs with confidence.

*Sales automation for our new internal Sales department is mainly about enabling seamless customer engagement and managing the end-to-end execution of incoming requests in a structured and effective manner."*

## Results

Swisslog Healthcare has now expanded this concept across the EMEA region, with process standardization across all Inside Sales teams. Calculation models are now centrally managed resulting in a reduced risk of errors in quotations.

Due to the integration with SAP, Salesforce and Navision, the time spent entering data into systems has been reduced by 30%. All this has contributed to a 50% decrease in lead time for quotations by reducing waste and unnecessary handovers. The implemented learning at work methodology ensures continuous improvement.

*"The Bizagi Sales Automation software allowed us to automate routine tasks, resulting in faster response times for customers and a more controlled workload in my team."*