

About the Client

Alere (now acquired by Abbott) was a global manufacturer of rapid point-of-care diagnostic tests. Established in 1991 and headquartered in Waltham, Massachusetts, the company serves clients across US and several countries in the Europe.

Business Challenge

- Alere had to deal with completely different sales processes across its US, Germany, Spain, France, UK, Switzerland, Norway, Sweden, and other European countries.
- Lack of a single ERP system that could support multi-currency, multi-lingual user screen with a single unified Business Process led to bespoke implementation in each country and using different CRM tools and Excel spreadsheets across different teams and regions.
- The central reporting across different regions was a challenge and Sales Forecasting based on real time data was not possible.
- Each country was spending a lot of money on the licenses and support for the different CRM tools across and the data was all fragmented and isolated. There was no integration across different countries.
- Sales team of each country spoke a different language and followed different tools and processes for managing their Prospects, Quotation, and approvals for Discounts.

Business Impact

- After working with AdroitCRM, we have consolidated and simplified the client's Business Processes for Sales across all the countries using a single Dynamics CRM 365 implementation, while still allowing country specific rules and exceptions.
- Provided a single source of real time data for all their Sales Forecasting requirements and tracking the user journey from Prospect to a Customer
- The Dynamics CRM implementation for Alere had replaced Sage CRM, Oracle CRM, Salesforce CRM, and several hundreds of shared Excel Sheets. Thereby reducing the support and maintenance costs across different regions spread across different vendors.

- The Client was able to build the Business Processes with customer centric approach and CRM provided a 360-degree view of the Sales and Customer Service interactions before the Salesperson visited their clients.
- Ability to support multilingual screen helped them consolidate their Business Process but rendered in the logged in user's local language and time zone.
- Helped them address the security and sharing of Opportunities across different regions while still enabling the Head Quarters to report on the data across different regions and convert the Sales number to the base currency.

Why AdroitXRM?

The client selected AdroitXRM, after their earlier attempts to implement a global CRM using Sales Force had failed after 3 years of time and money spent on discovery and implementation phase without delivering anything concrete. We delivered a working global CRM in just 6 months and worked with the Sales team of each country and gained their trust by providing a tool that enhanced their productivity and align with the organisational goals. We conducted extremely focused workshops with the Sales teams across different regions to address any concerns in switching from their existing tool to a global CRM for the entire organisation.