

Case Study – Microsulis

Microsulis is a leading medical manufacturing company operating globally, specialising in tissue ablation using microwave energy technology.



Part of their business needs require worldwide distribution through their comprehensive sales chain. They also provide device training courses to system users.

The requirements

Microsulis approached WS Labs in 2010 with a need to centralise their current MS Access based sales contact database. From initial contact a meeting was set up to run through specific bespoke requirements for a complete CRM solution.

- It was clear from that start that Microsulis sales operatives were constantly on the move - and so a mobile application would be required alongside a desktop based offering.
- There were a number of unique requirements based on how the sales force currently operated that needed to be built in to the solution, including recording of procedures.
- It was also decided that some specific metrics would be recorded about sales rates and staff performance.
- Specific regional permissions were required, to ensure that staff only had access to leads of interest.
- Finally, social interaction between sales staff was considered. To improve productivity, it was decided that the system would automatically send email updates upon certain sales based milestones.
- A weekly report would also be generated and sent to all staff.

Following on from this meeting a design document was created by WS Labs and then approved. Work started immediately with a 4 week time frame in place.

The solution

Now that a precise design document had been written it was possible to produce exactly what the customer had in mind. Once a first draft had been delivered any required changes were made. We then imported all data that had already been captured in the original MS Access database before the product was rolled out to all future users. From here we set up an acceptable backup policy - a complete backup was emailed weekly to Microsulis and an upload occurred to an off-site backup provider.

How well did it work?

Time between contact and delivery was very short, but time between Microsulis employees logging in and making use of the system was even shorter. Sales leads saw an immediate increase and productivity was improved upon now that all sales staff could see what others were doing and get involved.

Conclusion

Just 5 weeks from instruction WS Labs had delivered a bespoke CRM solution that was so intuitive that none of the staff required any formal training. The system is now used by over 80 sales staff on a daily basis worldwide. With continuing support being provided by WS Labs and future upgrades planned, Microsulis are very happy with their software!

Since this project we have delivered an online training solution, an online and mobile based shared calendar application and added forecasting capabilities to their sales database.