

Customer story

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How Persistent supported SERF to enhance sales efficiency with Salesforce

Persistent is a great company of skillful, humane professionals. Their empathetic, human dimension is very important to us and central to the excellent collaboration throughout our project. Persistent has a very bright future ahead.



Sophie Lesprit
Sales Director France
SERF

SERF Key numbers:

1973: SERF was established

2009: SERF joined
The MENIX Group

Over **35 000** 'Double Mobility'
implants sold each year

4 000 m2 of premises

26 Salesforce licenses

About SERF

SERF is a global leader in developing, manufacturing, and supplying orthopedic implants for hips, knees, and feet.

Established in 1973 in Décines near Lyon, SERF has a forty-five-year history of scientific innovation and industrial excellence. Their 'Duel Mobility concept' has been adopted worldwide for its ability to stabilize prosthetic implants and reduce the risk of dislocation.

In 2009 SERF joined The MENIX Group. This group of companies designs, manufactures, and markets renowned orthopedic products used in dental implants and craniomaxillofacial surgery.

Today SERF's 4000m2 headquarters is home to 'state of the art' research and development and manufacturing facilities, as well as cleanroom and distribution center.

Find out more at www.serf.fr/en/

Key facts



Licences

26

users



Duration

6

months



Integrations

ERP (Cegid)



Product

Sales Cloud



www.serf.fr/en/

For salespeople, who are always in the field, easy access to all data in one place, with one click is invaluable.

Mikael Lasfargues, Sales manager
southwest France SERF

The challenge

SERF's sales team urgently needed the support of a professional CRM. It was no longer tenable for a team of twenty salespeople operating all over France to rely on email exchanges and Excel spreadsheets.

So, SERF turned to Persistent to provide a Salesforce Sales Cloud solution.

SERF's main objectives were to:

Streamline processes for converting leads and managing stock in clinical settings

SERF's current and prospective clients are principally orthopedic surgeons and trauma specialists in hospitals and clinics throughout France.

Following up on leads in busy, unpredictable health care environments presents several challenges for the sales team. They must be flexible and flawlessly equipped to secure contracts with minimal opportunities to market products to time-poor doctors.

Furthermore, SERF's salespeople monitor and maintain stock levels in hospitals and clinics and respond to loan requests for equipment.

SERF needed an efficient, accessible, centralized CRM solution to support the sales team's efforts to secure new contracts and anticipate and manage loans.

Generate more effective reports

SERF needed an accessible, straightforward reporting system that could track and compare seasonal sales volumes.

Ideally, this system would fulfil two needs. Firstly, it would measure both evolution and fluctuation in sales. Secondly, it would simplify and support forecasting of future sales – a notoriously difficult task in the field of implant manufacturing.

Support sales performance and refine business strategies

Sales team managers wanted a more accurate overview of their mobile sales force's activity in order to:

- monitor and evaluate individual and group performance
- better understand their needs
- target potential refinements to SERF's business strategy

The Persistent team immediately understood our exact needs. They won our trust from the first meeting.

Sophie Lesprit, Sales Director France SERF

The solution

The success of this project was underpinned by Persistent's detailed needs analysis and SERF's clearly articulated objectives and priorities. Clear communication, concrete aims, and collaborative spirit all contributed to achieving the following outcomes.

\ A human-friendly CRM

The majority of SERF's salespeople have nursing backgrounds. Many are certified surgical nurses known as 'Infirmier de bloc opératoire diplômé d'État' (IBODE) in France. High-level IT skills are not necessarily at the heart of their caring, human-oriented profession. Consequently, Persistent designed a system that accounted for the sales team's IT skill levels, experience, and perspectives on adopting new technologies.

\ A perfectly adapted system

Persistent implemented a personalized Salesforce CRM Sales Cloud solution that achieved SERF's twin goals of annual reporting and two-fold monitoring of overall sales and individual agreements with hospitals and clinics.

\ An integrated solution

Full collaboration between Persistent, SERF and the CEGID's software developers team made integrating Sales Cloud with SERF's ERP solution a breeze.

Despite the constraints imposed by the global pandemic, this project was completed within six months

The result

Adopting Sales Cloud has greatly improved SERF's capacity to capture, report on, and forecast sales volumes. In summary, the project delivered the following key benefits for SERF's sales team and clients:

- \ **Centralized, accessible information**, crucial commercial data is no longer dispersed across emails and Excel files. Now everyone has access in just a few clicks.
- \ **Timely, simplified reporting**, no more complex monthly reporting for sale reps. Now they file 'real time' reports via their phone, tablet, or computer to update records of their activities stored in Salesforce.
- \ **Complete customer histories**, available at a glance via a dashboard that displays every customer relationship and charts the evolution of their purchases.
- \ **'Anywhere, anytime' access to stock levels**, historically implant stocks could only be viewed in the office via CEGID. Now, sales reps can view this information on the road via Salesforce, allowing for much more timely, accurate responses to client orders or loan requests.
- \ **Speedier authorization of loan requests and deposits**
The After Sales Service team can respond directly via Sales Cloud.

The next stage

SERF is very satisfied with Persistent's success in implementing Sales Cloud. As a result, they have signed an annual service contract to benefit from dedicated ongoing assistance from Persistent, in parallel to exploring Salesforce to support their Export business.

We are grateful for our relationship with Persistent as one of our trusted partners for the past 17 years. As a Platinum partner, Persistent's global Salesforce practice works side by side with us as we support our customer's success.



Leon Mangan
Salesforce SVP Alliances et Channels
EMEA & LATAM

Skills & Certifications

Management of complex multi-cloud projects. More than 470 certifications (Feb. 2021), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Heroku and Mulesoft.

About Persistent

With 13,000+ employees around the world, Persistent Systems is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering.

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

France

Persistent Systems France S.A.S.
1 rue Berlioz
38600 Fontaine, Grenoble
Tel: +33 4 76 53 35 87
Fax: +33 6 16 99 35 56
Email: contact-france@persistent.com



Persistent