



Customer story

Lire en français

How Persistent helped Menicon enhance customer experience and consolidate revenues with Salesforce

If I had to give Persistent a mark out of 10, it would be 11! It's a real pleasure to work like this. Project follow-up was exceptional, with regular weekly updates. The technical teams have also been fantastic, and the budget monitoring has kept us on track.



Eric TARDIVAUD
Operations Manager, Menicon SAS

Key numbers:

1951: Menicon founded in Japan

4,000 employees worldwide

Present in **85 countries** worldwide

Nearly **€1 million** in sales worldwide, including **€21 million** in Europe for Menicon SAS

Who is Menicon?

Menicon is Japan's leading manufacturer of contact lenses. Founded in 1951, the group now employs around 4,000 people worldwide.

In 1982, the Japanese group opened Menicon Europe, its first international subsidiary, in France. Now known as Menicon SAS, the company has European sales of 21 million euros across the French market and 15 other European countries, as far afield as Russia.

In 2018, Menicon SAS opened its new premises in Villepinte. This space has a surface area of 3800 m² and includes:

- \ a training center for optical professionals
- \ a rigid lens production site
- \ a logistics center to support/facilitate expanding sales of soft lenses

More about Menicon SAS: www.menicon.fr.

Key facts



Duration

9

months



Licences

55



Products

Sales Cloud, Service Cloud, Marketing Cloud, Account Engagement, Aircall CTI



Integrations

ERP Winaxis, Aircall



www.menicon.fr

66 Salesforce referred us to Persistent. And they made the right choice because they're great people!

What was the challenge?

Menicon SAS is a leading manufacturer of rigid lenses in France. However, it was keen to strengthen its presence in the highly competitive soft lens market. To achieve this goal, the company needed to manage its customer relationships more efficiently to take account of 2 crucial factors:

- \\ The French contact lens market is prescription-based. Consequently, a highly mobile, digitally well-equipped sales team must constantly tour their French territory to maintain close relations with ophthalmologists. Furthermore, sales also happen indirectly via the logistics platforms of major chains. **Attributing these indirect sales to the correct sales teams was a significant challenge.**
- \\ The Menicon SAS call center plays a vital role in enhancing customer experience. The center's customer service staff, of around 15, handles order-related questions. In addition, contact lens experts provide technical assistance and advice to ophthalmologists on the most suitable products for their patients. **The call center receives between 300 and 400 daily calls from opticians and ophthalmologists.**

In short, Menicon SAS's various departments needed a unified view of customer data. They also needed to consolidate and assign indirect sales revenue daily.

However, the ERP and CRM developed in-house by the Menicon SAS IT team didn't allow this to happen.

How did Menicon choose its integration partner?

In 2022, Menicon SAS appointed Charles Gauthier as Sales and Marketing Director. A year later, he became President and resolved to upgrade Menicon's IT system to match the company's growth ambitions. Already familiar with the benefits of Salesforce from a previous role, M. Gauthier approached Salesforce directly to assess Menicon's needs and advise on the skills required to implement the most appropriate solutions. Salesforce pointed Menicon SAS towards Persistent.

Discussions with Persistent were always very relevant. The project manager was incredibly professional: she always made a point of looking for a solution when needed.

What were the solutions?

To gain a 360° view of its customers, Menicon SAS wanted Salesforce at the heart of its information system. To make this happen, the company trusted Persistent to implement the following solutions:

- 1) **Sales Cloud**, for a unified view of prospects and customers and to optimize the sales process
- 2) **Service Cloud**, to respond quickly and efficiently to customer requests and guarantee high-quality service
- 3) **Marketing Cloud Account Engagement**, to create targeted marketing campaigns that strengthen links with their network of ophthalmologists and opticians
- 4) **Aircall CTI, to integrate telephony with the Salesforce platform** and optimize call management.

Our collaboration unfolded over several stages:

- 1) **Workshops** on Menicon's premises to jointly evaluate and validate possible scenarios based on Persistent's complete understanding of the specific needs of each department
- 2) **Customization** for the attribution of indirect sales
- 3) **Validation of initial mock-ups** to ensure they meet identified needs
- 4) **Integration** to optimize structure and organize data flows
- 5) **The provision of the first test platforms** to assess the viability and effectiveness of the solutions.

What is the result of this collaboration?

Today, Salesforce is at the heart of Menicon SAS's infrastructure. The company has consolidated its data, facilitating access to information for all departments.

The daily consolidation of indirect sales is a huge step forward. It contributes greatly to the satisfaction of our sales reps, who are remunerated based on their overall performance.

In addition, **Salesforce enables easy, secure data access for sales staff on the move**. Now equipped with iPads with 4G connectivity, our mobile sales teams enjoy optimal access and greatly enhanced efficiency.

Customer service and technical support now share the same interface, facilitating communication and information exchange.

What's next?

Menicon SAS is very satisfied with the work carried out by Persistent and considers this collaboration a major success. The positive impact on operational systems and staff satisfaction observed at Menicon SAS paves the way for future Salesforce implementations across the entire Menicon group.

We are very satisfied with our relationship with Persistent, one of our partners since 2003. As a Salesforce Platinum partner, Persistent works with us to contribute to our customers' success.



Leon Mangan
Salesforce SVP Alliances and Channels
EMEA & LATAM

Skills & Certifications

Management of complex multi-cloud projects. Over 700 certifications (June 2023), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku, and Mulesoft.

About Persistent

With over 23,000 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. We work with the industry leaders including 14 of the 30 most innovative companies as identified by BCG, 8 of the top 10 largest banks in the US and India, and numerous innovators across the healthcare and software ecosystems. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, as well as take actions that advance societal goals.

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