

CLIENT SUCCESS STORY

GripAble

Project
**Salesforce Sales, Service Cloud
Phased Implementation and
Xero Finance Integration**



Client
GripAble



Industry
Health Life Sciences – Medical Devices

Location
Manchester

Staff
75

Products
Sales & Service Cloud

GripAble develop accessible and affordable ‘smart’ objects alongside an entertaining mobile app for assessment and therapy of movement and cognitive functions. The first product is an extremely sensitive digital hand-held device that allows for fun repetitive training of finger, hand, wrist and whole arm movements. GripAble connects wirelessly to a mobile app, through which they deliver engaging and motivating tasks and games, track progress, and personalise goals to each user.

The Business Challenge

Running the business with Excel documents, GripAble required a sales solution that would help them run and maintain leads/sales/service/order management/deliveries processes seamlessly. Their requirements for Salesforce were driven by the growth of the new business and need for a visible and efficient process replacing the reliance on data in the incumbent solution. Continuing with the current business processes would become an administrative burden and affect the quality of service that GripAble can provide as they scale their business.

“Very understanding and patient with a completely new Salesforce customer - who understood the concepts but had no prior knowledge in-house of the Salesforce platform. We were up and running and productive with Leads and Opportunities within a few days and engaged Consleague to help us with further integration” - Gripable PM

Customer Satisfaction Rating: 5.0 out of 5.0

The Solution

Leveraged Sales Cloud across the organisation which provided the ability to visualise, track and report in real-time Centralised location for sales management and activity tracking – customised fields and layouts to meet GripAble's needs:

- Leads/Prospects/Marketing
- Accounts/Contacts/Opportunities (Quotes)
- Service Desk – After Sales Care
- Asset/Order Management
- Delivery/Shipping – Scan Stock (Scan Anything app) – Labels (StickIt! App)
- Finance – Invoicing and Xero integration

Utilised pipeline and activity management functionality to track Sales - Automation (Workflow / Process Builder) Management dashboards and reports

Enabled system integrations; MS 365, Xero, various Apps

The Results

As a result of the work completed, GripAble have been able to:

- Address their business challenges with Salesforce building the company a strong foundation from which to grow their business efficiently and sustainably
- Enhanced lead tracking
- Optimise opportunity management
- Align the sales and marketing teams
- Reduce the risk of manual error, paperwork, and time
- Enhance workflow with a single home screen

Enhanced lead tracking

Optimise opportunity management

Align the sales and marketing teams

Enhance workflow with a single home screen