



Healthcare Leader A Success Story



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A Brazilian
Healthcare
Industry Leader

A Brazilian
healthcare
industry leader's
success story.



1 The Client:

A leader in the healthcare industry, founded in Brazil more than 30 years ago. The business is made up of 21 companies working across five business units (delivery, clinics, and access; OPME, materials and nutrition; pharmaceutical specialties, generics, and similar; and logistic services).

**2 The Need:
(Part 1)**

The client's customer service practice varied widely, so they needed help to improve its consistency and quality.

In October 2021, the business began looking for a partner to develop and deploy a unified Customer Service Center using Salesforce.

Once we were chosen as the client's partner, our team worked closely with the business to create customer service success. Early discussions allowed K2's experienced developers to gain insights into their operations.

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2 The Need: (Part 2)

Drawing on their deep technical know-how the team identified three significant challenges:

21 different companies = 21 different systems

Creating a unified customer service center would require more than a simple implementation. Procedures would need to be made to make sure each company complied with best marketplace practices.

Only 1 in 3 companies utilized Salesforce

Just seven of the client's companies used Salesforce at the start of the project. It was important that K2 gave the staff who were unfamiliar with Salesforce the support they needed.

Concurrent working

The client was working on another Salesforce project to unify its sales processes at the same time as the customer service project. To avoid any potential issues arising from this concurrent work, our team set-up liaison time to make sure that the customer service solution would be delivered on time and on budget.

3 The Plan:

Once the organizations' needs were well understood, K2's team of two started work. The perfect solution was to increase the client's use of Artificial Intelligence (AI).

Our solution offered next-level support for the client. For example, we implemented Service Cloud, which automates customer service with AI. It would account for customers' preferred methods of communication, thanks to integration with:

- WhatsApp
- Chatbots
- Email
- Gmail

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4 The Result:

When the client first approached K2, it recognized the need for a Salesforce solution focused on delivering customer service success with the help of AI.

Ultimately, the results were far more impressive. Our understanding of the client's needs combined with the developers' understanding of the technology led to the following benefits:

A unified tool and supporting processes with less human intervention because of AI-powered automated processes, significantly improve customer experiences

Commitment to best practices

New insights into supply chain improvements, thanks to advanced Business Intelligence

A real-time marketplace mood analysis tool, thanks to the integration of company NPS within the central dashboard.

Staff across all 21 companies can now use the system. In turn, the number of cases being processed by the system has been boosted. In the first month, the tool was used to process more than 300 cases. As of October 2022, the system supports more than five times that number.

