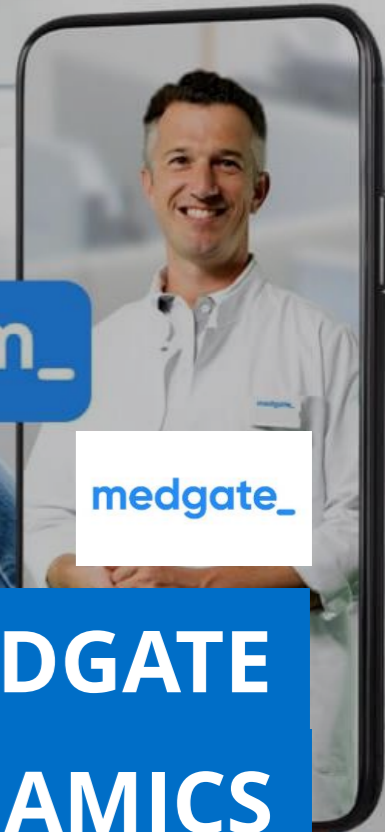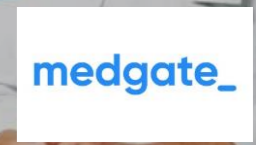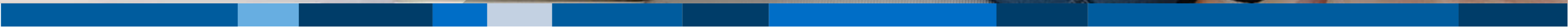**ADESSO LEADS THE WAY AT MEDGATE WITH CRM DYNAMICS**

INTRODUCING CRM DYNAMICS

adesso supported Medgate in the implementation of their new CRM and configured functionalities so that employees could use the system optimally according to their needs and prioritize essential work in customer acquisition.

CHALLENGE

To meet the pressure to reduce costs and efficiently expand the customer base, Medgate analyzed its sales processes. The analysis revealed many manual and repetitive steps in terms of optimizability and automation.

For a clear and consistent overview of the sales activities within the company, Medgate decided to implement Dynamics 365 for Sales with the support of adesso.

SOLUTION

adesso personalized the CRM for Medgate and implemented automated flows as well as standardized forms that are adapted to the different user groups.

This includes work flows that automatically attach electronic correspondence to customer entries in CRM as well as forms for the entry of customer information to ensure data completeness in the CRM and to facilitate the evaluation of data.

BENEFITS

Thanks to the automation of processes in CRM, all Medgate departments - from sales staff to CEO - have an overview of the status of opportunities and pipelines at all times, a complete and central database in CRM, and more resources available for their core customer care tasks.

The visibility of data also makes CRM a valuable controlling tool - both for personal and company performance.

MORE ON THE SOLUTION

With the implementation of the project, Medgate has given its employees a tool to effectively process daily customer care with few repetitive tasks and maintain an overview of the pipeline of opportunities and expected sales. This is the case across three countries, which are now benefiting from a central filing system.

METHODS AND APPLIED TECHNOLOGIES

CRM 7 | DevOps | Microsoft Dynamics 365 | Power Platform from Microsoft

Thanks to the long-standing collaboration with adesso, we benefited once more from the great industry know-how of the project staff and their comprehensive technical knowledge during the implementation. We really appreciated the uncomplicated cooperation at eye level - we would be happy to do it again!"

Diego Zuccolin, Project Manager, Medgate Group

ABOUT THE CUSTOMER

Medgate operates the largest telemedicine center in Europe. The internationally active Swiss digital health company employs over 680 staff and has the goal of improving healthcare. Their doctors advise and treat patients around the clock by app, phone, video and online chat.

medgate_

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