



Company

Somagen Diagnostics

Industry

Health Sciences

Number of Employees

75

Corporate Headquarters

Edmonton, AB

Website

www.somagen.com



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Calgary

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Vancouver

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Edmonton

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Overview

Somagen Diagnostics is a leader in Canada's medical diagnostics technology industry. A rapidly growing company, Somagen resells medical diagnostic equipment to hospitals, clinics and laboratories nationwide.

Challenge

Service Challenges:

Somagen's central philosophy is to provide superior customer service. In this regard, Somagen wanted to continually advance their CRM processes in order to take advantage of improved technology. Somagen employs highly skilled individuals and although the firm was able to provide excellent customer service prior to Microsoft CRM, employees still had to deal with some of the following customer service challenges:

- A decentralized field service model
- Minimal service call tracking capabilities
- Increasing dependency on "mindware" (knowledge and experience)

Sales Challenges:

The greater portion of Somagen's business involves working with a relatively static base of customers over a long period of time. Somagen works closely with its customer base to find ways to increase business volume. The tools used prior to the Microsoft CRM solution were not fully providing meaningful information or functionality to assist with the goal of increasing business. Specific challenges included:

- Collaboration between lines of business, known as sales product groups (SPG)
- Limited sales opportunity management
- Lack of visibility into customer accounts

Solution

Ideaca implemented the full suite of Microsoft Dynamics CRM 3.0 for Somagen with a focus on a fully featured customer support and sales opportunity management solution.

The Dynamics CRM customer service solution for Somagen includes key features such as field service dispatch coordination, telephone-based troubleshooting, resource scheduling capabilities and knowledge management. From the sales perspective, the Dynamics CRM solution allows Somagen to better

"Ideaca played a key role in customizing the Dynamics CRM solution to match our needs and the system has provided great value to our Sales and Customer Service groups."

*Alan O'Toole
IT Manager
Somagen Diagnostics*

manage opportunities, profile customers, formulate effective business strategies and accurately forecast revenue.

The easy-to-use customization tool kit in Microsoft CRM was utilized to configure a combination of system entities and newly created custom entities into a schema that supported all aspects of Somagen's business.

Benefits

Service Benefits:

With the implementation of Microsoft Dynamics CRM 3.0, Somagen is utilizing a full-featured customer service telephone support and field service dispatch solution. Highlights of this aspect of the solution include:

- Improved support call tracking
- Introduction of knowledge management
- Improved field service scheduling and collaboration
- Introduction of support trend analysis

Sales Benefits:

Prior to using Microsoft Dynamics CRM 3.0, the Somagen management and sales divisions only had a general idea of where they stood in the market and what was to come in regards to its short-term revenue. The Ideaca solution improved upon these requirements by providing an advanced opportunity management and market profiling tool. Somagen's sales and management now have the tools at hand to provide a deep understanding of the firm's current position and strategic direction. Specifically, the major sales benefits introduced by the Microsoft CRM solution were:

- Market profiling
- Improved opportunity management
- Enhanced revenue forecasting.

Somagen has seen a dramatic impact on its customer service and sales divisions. The positive impact of investment was noticed almost as soon as the solution was implemented and the benefits have been measurable across the entire organization.