

Medical Innovations is a firmly established medical company with many years of clinical experience. It manufactures and supplies a wide range of specialised medical equipment designed to help clinical staff improve their patients' quality of life. The company comprises four divisions, each with a dedicated focus and commitment to high levels of innovation and customer service. The four divisions comprise Mediacart, Mediwrap, Cleanascope and Meditherapy.

Fully integrated

While the company had ACT! contact management software in place, it was unhappy with the system. "It didn't work properly," explains marketing and business development director Andy Eakins. "It kept falling over and not supplying our needs." The group was also keen to integrate its external sales team activities with internal services (customer services) in order to benefit from good quality central data. Easy and efficient communications between sales and customer services teams on the results of meetings and actions was a key consideration, the focus being on ensuring that sales actions were followed up by prompt, informed contact from customer services representatives.



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Andy Eakins
Medical Innovations

The host with the most

When looking for the best system, the first question for Medical Innovations was whether to opt for a server-based or hosted solution. It was decided that hosted would be best because with a server-based system any necessary changes would need to be done on individual machines. It was also important that data could be accessed from anywhere in the world.

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 sales people who want a straightforward hosted CRM sales and marketing system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK and Australia. Users include the Royal Academy of Arts and the British Library as well as many small and medium sized companies.

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"The implementation has been 100 per cent successful; It quite simply couldn't have gone better. It was perfect and fast."

Perfect configuration

Having looked at six different systems, the company decided to opt for Really Simple Systems. "They were really helpful," says Andy. "There wasn't that much training to do because the system is very intuitive, but the training we received was great. Also, on the configuration side Really Simple Systems were brilliant every step of the way, helping us to configure the system exactly how we wanted it, in a way that worked best for our business."

Up-front approach

Andy adds that Really Simple Systems' after-sales service was excellent value, with absolutely no hidden costs. "If we needed help, there wasn't a bill at the end of it," says Andy.

Final verdict

"The implementation has been 100 per cent successful," concludes Andy. "It quite simply couldn't have gone better. It was perfect and fast."

For more information on Medical Innovations visit medicalinnovations.co.uk