



## Customer Success Story

A Medical device focused research organization client relies on Salesforce Lightning to **automate and track lead & opportunity conversion**

### About the Client

Client is a leading Assisted Living Facility and Rehab Center network based in Mid-West. They run a network of facilities spanning 4 states, helping senior citizens live a comfortable life.

### Solution

Client's entire onboarding process automated through a bespoke solution that incorporates judicious customizations, strategic integration, and process automations

### Benefits

- ✓ Sales conversion increased by 27% by automating lead conversion process.
- ✓ Sales team became more efficient in targeting and closing high-probability leads

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