

A photograph showing a healthcare professional's hands supporting an elderly patient's hands on a cane. The patient is wearing a grey sweater and the professional is wearing a white lab coat. The image is partially obscured by a green diagonal graphic element.

APOLLO HEALTHCARE TECHNOLOGIES

Apollo Healthcare Technologies is a leading manufacturer and supplier of a range of clinically tested healthcare solutions.

INTRODUCTION

Apollo Healthcare Technologies Limited is a leading manufacturer and supplier of a range of clinically tested healthcare solutions to improve and maintain patient comfort and care. Their high quality of products been used nationwide by the NHS, Community and Nursing Home sectors as well as used in some international markets. They're a company who are dedicated to creating a dynamic product that increases the overall quality of life of all their customers' patients.

SUMMARY



PROJECT

As a company with a huge customer base, Apollo needed a centralised location to manage all of their customers, suppliers, and invoices. They were having difficulty keeping track of the stock that was coming in and going out.



SOLUTION

Our developers were able to design a system with three components which included a bespoke CRM system built specifically for Apollo and their team.

CHALLENGE

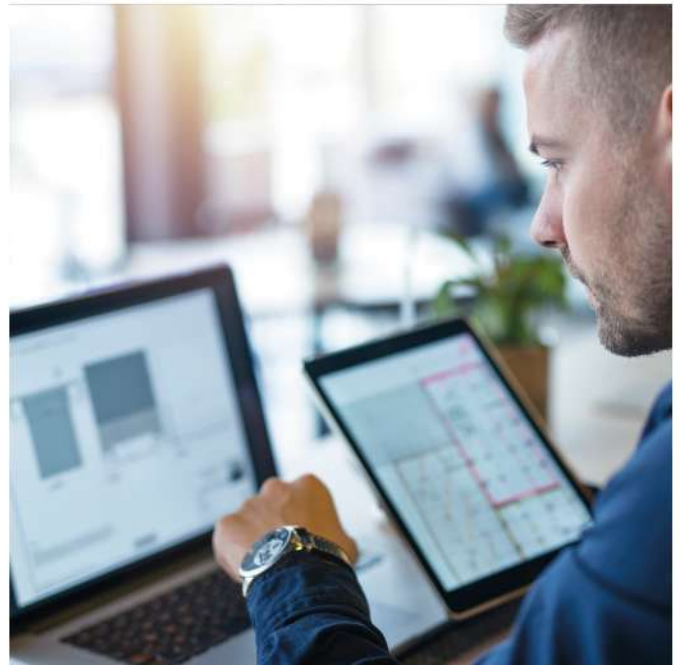
As a company with a huge customer base, Apollo needed a centralised location to manage all of their customers, suppliers, and invoices. They were having difficulty keeping track of the stock that was coming in and going out. Due to them operating in the medical industry, they needed to keep an audit of all their stock, and if there was a faulty or recall, they needed to be able to trace that stock back to a potentially faulty batch. They also struggled to keep up with customer enquiries and important emails from suppliers. They were receiving an influx of emails daily to each of their inbox and many of them went unanswered.

SOLUTION

Our developers were able to design a system with three components: a custom CRM system, a service that monitors their emails, and a service that synchronises data between their CRM and their account software. Apollo's CRM system was designed from the ground up specifically bespoke for Apollo. It allows them to manage their Customers, Suppliers, Invoices, Credits, Purchase Orders, Goods Received, Sales Orders, etc. It also has stock management and traceability features, thanks to the integrated support for barcode scanners, which is used to scan products as they are received or sold. This helped to establish an organised structure within their staff, allowing them to work more proactively and with greater control.

Their email monitoring system manages specific inboxes and generates event data against contacts in their CRM. This way, they can easily monitor client and team communication from within the CRM, and even set alerts if communication windows are missed. They had finally gotten a hold on customer enquiries and supplier emails, and they could now manage better relationships with them. This increased the likelihood of gaining new customers as well as increasing the satisfaction rate of their current customers. Their customers now felt heard and could rely on Apollo to understand their needs and exceed their expectations.

Finally, the accounts sync feature ensures that any data changes made on their CRM or accounting software are correctly synchronised across the board, ensuring that all data is consistent. This consistency has enabled their team to work smarter and find the right balance for creating a one-of-a-kind customer experience. The constant pressure on their team has decreased significantly, and they have seen a significant huge decrease in human error as a result of manual processes.



➤ Stock Management

The systems we implemented were able to overcome the stock management issues posed by the medical industry. Apollo now had a system that evaluated all of their stock to ensure that it was of high quality and that they had the necessary stock levels.

➤ Better Relationship with customers

We were able to use cutting-edge solutions to assist and monitor communications between clients and their team. This resulted in higher-quality conversations and ensuring that no customer went unanswered.

➤ Synchronised Data

The accounts sync service feature now helps their team by accurately synchronising data across the board, ensuring that all team members have the resources they need to do their jobs efficiently.

➤ More Control Over their Finances

Their system's enhanced features enable them to take a more structured approach to better control their finances.

GET IN TOUCH TODAY!

☎ 01924 666 660

📍 www.edmondsonsit.co.uk

✉ info@edmondsonsit.co.uk