



bioMérieux Makes Promoting Diagnostics Solutions Simpler with Showpad

CASE STUDY



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Garrett Dalton - Head of Global Digital Business at bioMerieux



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A world leader in the field of in vitro diagnostics for 50 years, bioMérieux serves in more than 150 countries through 42 subsidiaries and a large network of distributors. bioMérieux provides diagnostic solutions (reagents, instruments and software) which determine the source of disease and contamination to improve patient health and ensure consumer safety. Its products are used for diagnosing infectious diseases, and providing high medical value results for cancer screening and monitoring and cardiovascular emergencies. Their products are also used for detecting microorganisms in agrifood, pharmaceutical and cosmetic products.

A NEED FOR A SIMPLE SOLUTION

bioMérieux offers its customers a very wide range of products, solutions and services which are highly technical and intended for use in clinical and industrial laboratories. Garrett Dalton, the head of Global Digital Business at bioMérieux explains, “In order for us to meet our customer expectations, we need our sales teams to be equipped with a wide range of presentation material that is easily accessible and successful in driving customer engagement. We found great value for addressing these needs with a mobile driven sales solution”.

After conducting an initial pilot with 3 affiliates using an alternative platform, the bioMérieux Mobility Steering Group recognized their need for a solution that was extremely intuitive and easy to use both from an end-user (sales) and presentation coordination (marketing) management perspective. The solution also needed to provide marketing visibility into content’s effectiveness in the field, using this feedback for future content creation. Lastly, the solution needed to be easily implemented and scalable across the company’s geographical footprint.

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About

- www.bioMérieux.com
- Diagnostics

Goals

- Provide the sales team with an easy and intuitive solution
- Provide sales reps with relevant and up-to-date content
- Drive marketing efficiency through content reuse and message alignment
- Find a scalable solution
- Increase the impact of a customer visit

Approach

- Mobile driven sales enablement strategy

Results

- Easy and intuitive solution for sales reps to find everything they need for their sales conversation
- Shorter preparation time pre-meeting
- Improved marketing effectiveness and brand alignment
- Visibility into what content works best in sales conversations

SHOWPAD: INTUITIVE, QUICK, AND COST EFFECTIVE

After evaluating several different digital sales enablement solutions, bioMérieux chose Showpad because of its intuitive experience, quick setup procedure and reasonable pricing model.

With Showpad, bioMérieux was enabled to upload content into different individual “channels” for their 20 affiliates who are currently using the tool. Each “channel” is organized by product range and the respective steps involved in the sales process. The new structure is aligned across the organization, guaranteeing that sales reps are able to quickly access all pertinent content to ultimately provide their customers with insightful information about their product offerings in a timely manner.

Moving forward the bioMérieux’s Marketing team will be equipped with analytics on content usage and thus be empowered to clearly identify which customer facing content performs most successfully in driving deals forward.

Date founded

1963

Location

Serving in 150 countries. HQ: Marcy-l'Étoile, France

Industry

Diagnostics

Size

5,000-10,000

INTRODUCING CHANGE WITH SHOWPAD

Garrett Dalton briefly summarizes first-hand the success bioMérieux has seen in implementing Showpad, “The project roll-out, which includes a parallel initiative to equip the commercial teams with tablets, is moving ahead at record speed. And although the project itself really only kicked off last year, the level of acceptance has been very encouraging, indeed.”

He continues, “so far we have observed from a marketing perspective that we are driving message alignment across the organization more efficiently. From a sales perspective, we are seeing that by equipping sales reps with an organized platform and enabling them to quickly locate up-to-date content, we are shortening their time spent preparing for meetings.”

With Showpad, the sales reps have access to a wide range of information allowing them to address their customer’s needs quickly with informative and content-backed responses. This enables a more natural conversation flow and ultimately can lead to the achievement of greater success in closing deals.

Showpad enables the bioMérieux marketing teams to gain real visibility into the content usage; an insight never seen on a global basis before. Based on content usage insights and feedback from sales on which content they find most valuable, bioMérieux aims to redefine its strategy around content creation. With this visibility, the marketing teams will be enabled to focus on creation of content that is focused on the customer interactions and ultimately leads to the closing of more deals. Although this implementation will take time for full adoption, with Showpad, the process is well underway.

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