



Case Study

EMS – Electro Medical Systems

Digitalisation in service & maintenance management

COMPANY

EMS – Electro Medical Systems

HEADQUARTERS

Nyon, Switzerland

INDUSTRY

Health Care & Manufacturing

SOLUTION

proCONTRACTS

EMS – Electro Medical Systems GmbH is a leading manufacturer of medical devices and systems for dental prophylaxis, orthopedics and urology. EMS was founded in 1981 and employs around 1,000 people worldwide, with its headquarters in Nyon.

CONTACT PERSONS

Sabine Singh
First Level Support



Ignacio Fornies
CRM Manager

Sabine Singh and Ignacio Fornies are involved in projects with proCONTRACTS. For this customer case, they talk with us about solution approaches in context of digital contract management in the areas of service and maintenance management. Sabine has been part of EMS for over nine years, and Ignacio for over three years. The company has been working with CRMFIRST since 2016, including more than two years with proCONTRACTS.

**CHALLENGES**

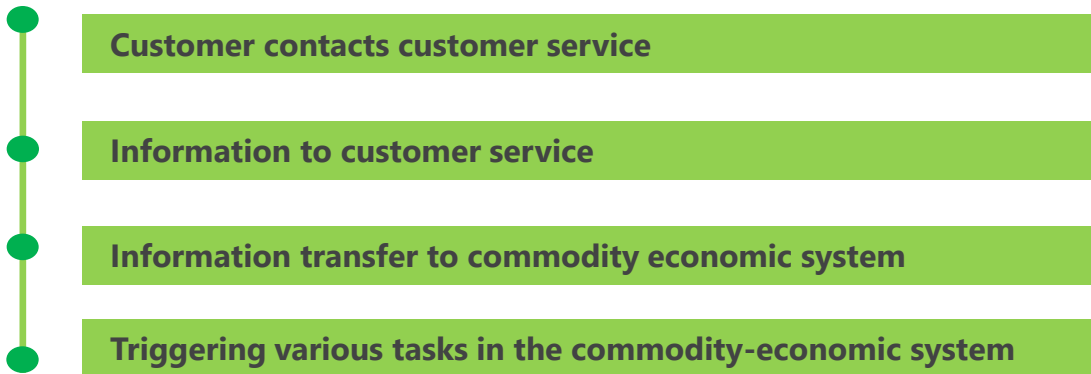
Digitalisation of case management in the areas of service and maintenance. Integration into the existing CRM system.

**BENEFITS**

Fast implementation, shortest ROI cycles, transparency over all contracts, secure creation using templates, multilingualism.

Starting position and challenges

Before the introduction of the new system solution, the process of a service case at EMS, as at many other companies, was rather classically structured:



With the expansion of the company and the increase in products and customers, this 1:1 strategy was hardly feasible. As an intermediate step, the company worked with Excel files. With around 40 inquiries a day today, the EMS employees quickly reached the limits of the system: Only one person could work on the Excel list at a time, information was not consistently added or got lost, and it was very difficult to check if all data were up-to-date.

**To the point: Immensely high data maintenance effort
and no possibility for a quick status overview.**

Solution approach and collaboration

Since EMS had already rolled out a CRM system from CRMFIRST in 2016, the implementation of proCONTRACTS was an obvious choice. proCONTRACTS is a solution for digital, intelligent contract management, that was specially developed for Microsoft Dynamics 365. The solution could therefore be integrated quickly at EMS, and individual adjustments were easily made to the company's requirements. An added value was that employees were already familiar with the logic and look & feel of the software interface. This kept training times at a very low number and the ROI paid off within a few months already.

"It's not possible with any other program to display data so clearly and concisely. Even though so many departments and people work simultaneously in one process, we have a very clear overview."

Sabine Singh, First Level Support

In detail

The CRM system introduced by CRMFIRST is primarily used for case management at EMS. All departments work with the system: It starts with technical customer service, which records the customer inquiry, continues with customer service, which arranges rental equipment and pickup, and ends with engineering, where all data for the repair is recorded. The final stages are logistics for the return shipment and Customer Service for invoicing. All departments are involved in the process and can view the case and store their data at any time.

Individual contracts at the push of a button

Thanks to the new CRM system, all processes were cleanly structured and transparent now, but the contract types for service and maintenance of the individual systems were often very different, sometimes even incomplete. With proCONTRACTS, this is a thing of the past.

The EMS employees record the device/ system that needs to be recorded as a case in proCONTRACTS. The software displays all relevant information on the respective customer and the equipment. Contract modules, that have been checked and agreed upon in advance, are available for the respective service case. The employees can select the contract types that fit the specific system and configure them ready for use. For example, it is possible to specify whether a customer wants a replacement system, a subscription for regular maintenance, or only wants to send in and check the system once. In addition, it can be individually selected whether the contract is to be faxed and signed or whether the digital signature (eSignature) is to be used. Additional information, such as the desired return date, exchange / replacement system, can be stored.

EMS employees can use proCONTRACTS to create contracts completely – using customized contract templates in several languages – and send them to customers directly out of the software system. The customers only have to select and sign the contracts.

"We knew within seconds that this was going to be our new system. The solution enables a lot for our customers and makes our lives so much easier."

Sabine Singh, First Level Support

Keeping the overview: Everything in one place and in any language

Due to the seamless integration of proCONTRACTS in the CRM system of EMS, all data are in one system. There are no breaks, information losses or double entries. Has the customer had a contract before? Which components are new? What was the process last time? With this information, EMS customers immediately feel more comfortable and understood. Another advantage is that the language, in which the customer account is set up, is automatically recognized and the contracts are build in this language. This function represents an added value for an international company like EMS.

Summary

From the CRM quick & easy to the contract

proCONTRACTS in 4 steps:

Open case, mark device/ system, create contract and send.

Once the contract has been created, it can be sent as a PDF, printed out by the customer and signed. More popular with EMS is the option of sending the contract via link and having it signed digitally using eSignature. The contract record can be viewed fully online. proCONTRACTS displays all steps in real time as soon as the customer has digitally signed the contract.

This also applies to all further steps in the ongoing process – EMS employees always know in which phase the case is currently in, they can also be actively informed about progress.

Perfect interaction

Microsoft Dynamics 365 and the proCONTRACTS contract management solution work perfectly together at EMS and ensure easier processing and better customer care. By introducing the solution, EMS was not only able to make internal processes more effective, but customer satisfaction also increased significantly.



"At CRMFIRST, we get support from all sides. The team thinks along with us in a meaningful sense, in every step of the project. This is very rare to find today. The expert know-how gives us tips on how to improve our project processes.

Not only is the tool provided for do-it-yourself use, we also always find the collaboration particularly helpful and it's fun to work with, because colleagues bring a lot of suggestions to the meetings."

Sabine Singh

First Level Support, EMS Electro Medical Systems

Future plans

An ERP conversion is pending, during which the entire merchandise management system will be updated. Among other things, a portal is being planned in which customers can book appointments directly online. All incoming and existing service cases are to be covered and planned in here, with every detail behind: Included rental equipment, available technicians, etc.

In the future, this new setup will require an even greater overview in the CRM system and all existing contracts.

80%

More performance

95%

Less risks

100%

Happy customers

Why CRMFIRST?

CRMFIRST is your service partner for the implementation of digitalisation strategies and customer engagement projects, based on Microsoft Dynamics 365, Power Platform and Cloud.

With experience from over 250 project implementations, we have been supporting medium-sized and enterprise companies in the DACH region and worldwide for over 20 years. With our proSUITE solutions, we provide intelligent modules for Dynamics 365.

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These companies already trust in CRMFIRST



CRMFIRST combines technological progress with expert know-how: From requirements analysis to individual support concepts. We offer industry and end-to-end business solutions with numerous partnerships.

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