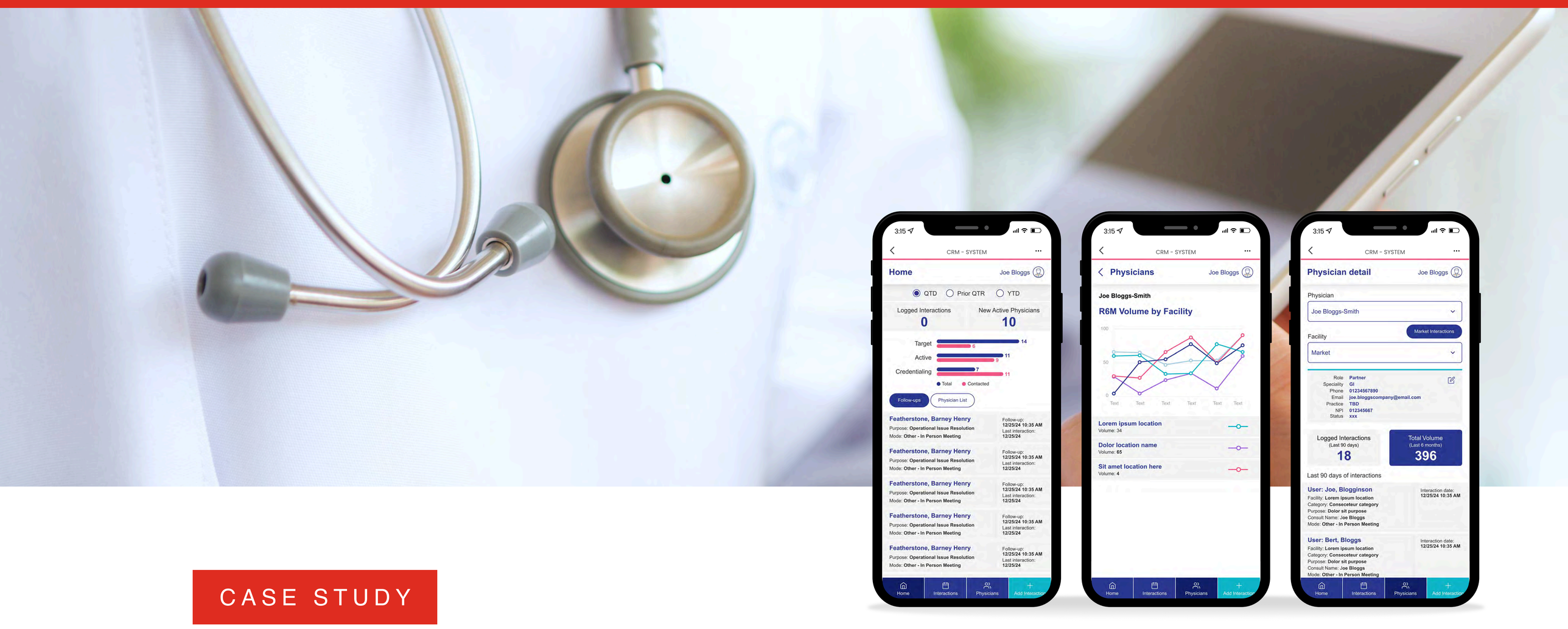
InfoBurst® Squirrel



CASE STUDY

How a large Healthcare Organization created a custom mobile CRM application using InfoBurst Squirrel

A large healthcare organization serving 3.5 million patients annually faced a critical CRM challenge. Their off-the-shelf solution was inefficient, poorly suited to their sales teams' workflow, and costly. The question: could they build a better custom solution using existing enterprise tools?

Key benefits

- Rapid cost savings – Paid for itself in 2 months by eliminating licensing fees
- Fast deployment – Built in under 3 months using no-code technology
- Bespoke solution – Designed specifically for physician recruitment workflows
- Mobile-optimized – Works seamlessly and responsively on iOS and Android as a PWA
- Easy maintenance – Simple to update and adapt in future

> “By listening to our sales team and leveraging tools we already owned, we delivered a custom CRM that’s quicker, easier, and more adaptable than anything we could have bought.”
>
> **VP of Enterprise Analytics**

The Challenge:

Replace the existing slow & costly CRM system

When a large Healthcare organization with over 35,000 employees serving over 3.5 million patients a year were looking to improve their Customer Relationship Management (CRM) system, they asked their sales team what they needed.

The Sales Team, made up of Physician Relationship Recruiters and Managers said that their existing “off-the-shelf” CRM was not easy or quick for them to make entries and was not customized for their special use case of recruiting doctors.

In addition, the existing CRM was very costly from a user/ license perspective.

The question was raised: “Can we build out our own custom CRM for this Sales Team leveraging tools we already own?” If so, the Sales Team would be more productive and the organization would save on expensive licensing fees – a win, win situation.

InfoBurst® Squirrel

The Solution:

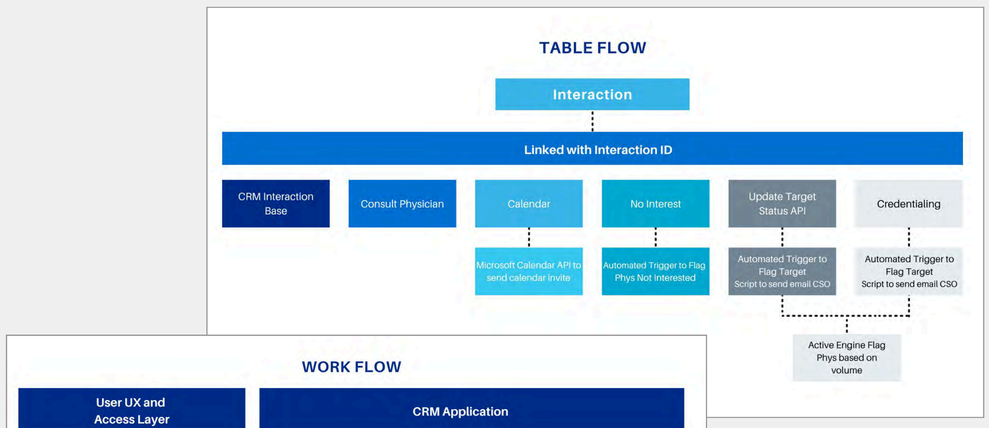
Building a custom CRM responsive app

The Enterprise Analytics team stepped up and said they could prove this out quickly with a pilot using the InfoBurst Squirrel no-code application development tool.

The first requirement was that the application had to run on a mobile device (both Apple and Android) and be easy and quick to use for the Sales Team who were often on the road. InfoBurst Squirrel provides responsive design to make it easy to design the app for the phone along with Progressive Web Application (PWA) capability that allows it to be used through a browser on any mobile device but look like a regular phone app on the home screen.

Another key requirement is that the app needed to seamlessly integrate with Outlook 365 so that calendar invites with the prospect could be automatically scheduled and emails sent out.

The Enterprise Analytics team followed the workflow laid out by the Sales Team and had a working prototype in just a few weeks. After further refinements and testing, the new CRM application was ready for release in less than 3 months!



The Results:

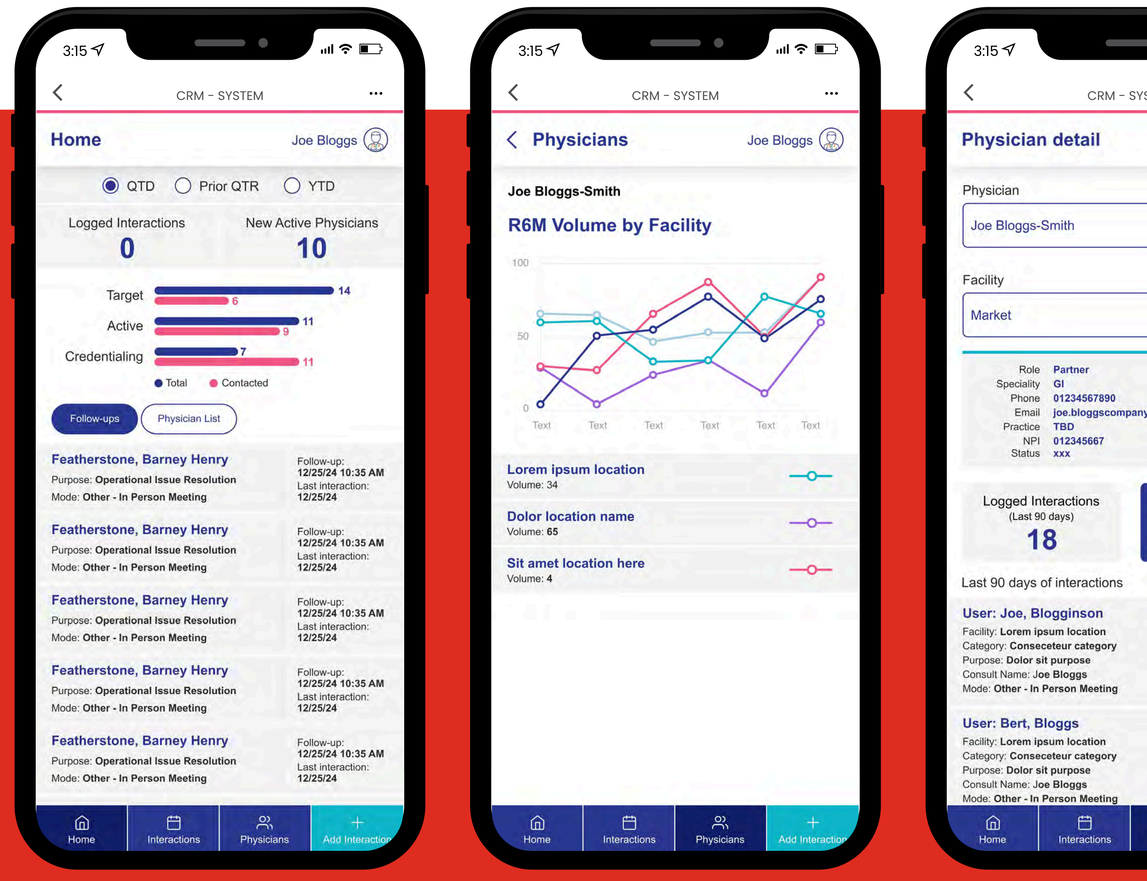
A custom app that has paid for itself!

The best news of all is that the application was designed for easy maintenance and paid for itself with license cost savings in just 2 months!

How could a mission-critical Enterprise application be created so quickly? InfoBurst Squirrel provides a no-code application development tool combined with a data management platform that can access and write back to most data sources and provides a versatile in-memory data cache.

This unique combination allows you to build applications fast and both read and write back to your data sources efficiently.

As the VP in charge of the Enterprise Analytics team said, “By listening to our sales team and leveraging tools we already owned, we delivered a custom CRM that’s quicker, easier, and more adaptable than anything we could have bought.”



About InfoBurst Squirrel

InfoBurst Squirrel combines the powerful InfoBurst data connectivity and caching with the no-code application development of Squirrel365.

Connect to on-premise or cloud data sources and deploy as a web app or distribute offline with embedded data.

Rapid Deployment
Create and deploy prototypes in hours.

No Programming
Save on expensive development resources.

Freedom to create
Build custom BI apps and dashboards with ease.

Find out more at **www.infosol.com/infoburst-squirrel**

INFOSOL® seeing beyond