



LectureLinx

About LectureLinx Inc.

With offices in Connecticut and New York City, LectureLinx has been providing multimedia medical education programs to major pharmaceutical clients for almost 10 years.

Solution:

LectureLinx worked with Microsoft® Gold Certified partner, Strophe, to replace its previous CRM system and centralize all contracting information into one single repository.

Benefits:

- Better data accuracy
- Improved employee productivity
- Instant access to information
- Enhanced customer service

Partner:



The Strophe Group Inc.
T: 1.866.787.6743
www.strophe.com

“I would recommend the Strophe team to anyone, in any industry.”

Ellen Varelas, Partner, Director of Client Services

Business needs:

LectureLinx was experiencing difficulties with the previous Customer Relationship Management (CRM) solution it had implemented. The solution was supposed to act as a central contract repository for all data managed by the different vendors, but the system was tenuous and required a good deal of manual entries.

Solution:

In choosing a new CRM solution, LectureLinx considered different CRM software, such as Sage CRM, but ultimately it came down to Microsoft Dynamics™ CRM. The decisive factor was not actually the software alone, but the in-depth CRM knowledge of Microsoft Dynamics implementing partner, Strophe.

Strophe stood out from other vendors because it had a clear vision for the future of LectureLinx’s business. The Strophe team spent two days learning everything they could about LectureLinx’s particular industry needs, so that the new CRM solution would be based on LectureLinx’s workflows and not the other way around.

Benefits:

LectureLinx has achieved its goal of capturing all contracting information in one single repository. Now, everything goes into one place instead of six, which results in better data accuracy.

In the past, data imports were difficult but with the new system, data capture occurs automatically, and LectureLinx estimates the productivity gain is equal to one person’s full-time job.

Finally, Microsoft Dynamics CRM allows users to provide better customer service by giving them instant access to a level of history they never had before and to the information they need.

About Strophe:

LectureLinx is very pleased to have found a team of visionaries at Strophe that treats their business as if it were their own.

Strophe is proud to have contributed to the success of LectureLinx.

