

# Reference: Marketing & Communications

## Multilingual Sales App

### Global Orthopaedics Player



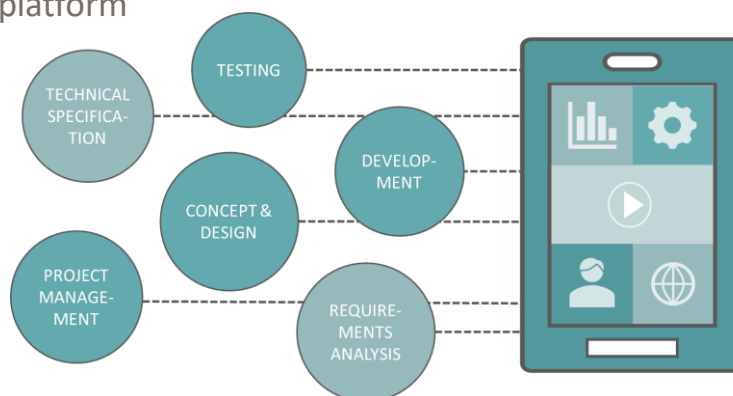
## Customer

- Large portfolio needs better sales tools for consistent and interactive customer presentations
- Mindshift from products, features and benefits to a total solution provider
- Request for digital sales enabler to facilitate integrated and intuitive communications



## Project Scope

- Lead interdisciplinary team across Business and external suppliers
- Consider company's worldwide quality standards, the local regulatory and legal requirements
- Evaluate and prioritize the content for the target group
- Consider technical interfaces to different in-house technologies and platform



## Achievements

- Launch of **sales app in five different languages** in a very limited amount of time.
- Roll-out of **state-of-the art intuitive sales tool** which **supports customer interaction** of sales consultants.
- **Streamlined visualization of large portfolio.**
- **Strengthened positioning** by including and **connecting products and services.**

# Do you want to know more or discuss your current ventures? Get in touch with our co-founders



We would be delighted to meet you for a virtual coffee. Just give us a call or send us an e-mail and let's have a conversation!

## Karina Candrian



Business Development // Collaboration  
// Advisory Boards

✉ [karina.candrian@medicalboard.ch](mailto:karina.candrian@medicalboard.ch)

☎ +41 79 600 73 46

## Ulrike Neuberger



Marketing // Commercial // Project  
Leader // Advocacy Management

✉ [ulrike.neuberger@medicalboard.ch](mailto:ulrike.neuberger@medicalboard.ch)

☎ +41 79 755 52 80