

Ray America

TRANSFORMING THE SALES & SERVICE LANDSCAPE

As a market leader in the dental medical device industry, Ray America specializes in providing cutting-edge x-ray imaging solutions. From patient diagnosis to treatment, their digital treatment solutions have positioned them as a dedicated contributor to creating a better world through reliable and innovative imaging technology.

CHALLENGES:

In a highly competitive industry, they faced significant challenges in scaling sales and service operations. The synergy between sales, customer service, and field service was lacking, resulting in a compromised customer experience, increased churn, and escalating costs.

Ray America recognized the need for a streamlined process, as communication gaps between departments hindered efficiency. The existing pipeline tracking system was outdated and challenging to update, while pricing management for different clients proved more intricate than necessary.

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SOLUTION:

The collaboration between Ray America and Wise Wolves resulted in a transformative journey. By breaking down operational silos, automating manual processes, and leveraging Salesforce capabilities,

Ray America experienced improved collaboration across departments, heightened customer satisfaction, and a more agile approach to sales and service operations. This ongoing partnership reflects the commitment to sustaining and enhancing the Salesforce experience for continuous business growth.

The decision to engage Wise Wolves stemmed from the consultancy's stellar reputation in working with complex, multi-cloud Salesforce implementations.

Known for prioritizing client needs and delivering projects in a timely and professional manner, Wise Wolves was the ideal partner to address Ray America's pressing operational challenges.