



Global Company Scales UK COVID-19 Testing Program with Customertimes

The Company

Our client is a world leader in clinical and commercial solutions for pharma and life sciences companies. They rely on their advanced data, technology, and analytics expertise to drive a modern, effective healthcare system.

The Challenge

The company was asked to scale the UK Department of Health COVID-19 Swab & Blood Testing Program. This involved long term in-home participant testing that utilized more than 8000 mobile nursing technicians and required scheduling for more than 25,000 service appointments each day.

The Solution

The company needed to replace their existing Salesforce solution and manual, Excel-based scheduling system with Salesforce Field Service Lightning and transfer their mobile workforce to the FSL mobile application.

The UK Office of National Statistics (ONS) set a data loss goal of 0%, making offline functionality critical to project success. To meet the goal, Youreka Smart Surveys was implemented alongside FSL to digitize the complex patient surveys that formed the backbone of the company's service to ONS.

The Implementation

- Redesign and implementation of their in-house SFDC solution and migration to FSL were complete within five months.
- The new scheduling solution aligned with DoH protocols and eliminated the need for a manual scheduling team.
- Patient surveys were digitized and integrated into the FSL mobile app to establish an offline-capable platform for their mobile workforce.

The Results

1.2m+

households engaged

15%

increase in scheduling efficiency

25k+

service appointments scheduled daily

100%

offline capability for mobile visit management

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This was an incredibly important project, and our account team specifically asked the customer to leverage Customertimes instead of another partner who did not have the FSL expertise. I was impressed by the level of urgency and attention they gave the project. I also appreciated that CT was receptive to our suggestions as we collaborated on the best solution for the customer.

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Customer Success Director