

Case Study: Wolters Kluwer Health



How Wolters Kluwer adopted a personalized digital customer experience allowing customers to work independently and collaborate with the sales team

Background

Wolters Kluwer Health determined a digital solution was required to engage and educate their target customers – US hospitals and healthcare systems. Traditional selling methods were not working in both acquiring new customers and cross-selling to existing customers. The requirements included a personalized digital customer experience which allowed customers to work independently and collaborate with the sales team. The solution had to be easy to use and represent the Wolters Kluwer brand.

The Challenge

Selling directly into hospitals and healthcare systems, post-COVID protocols in many healthcare locations have created new challenges for the Wolters Kluwer Health sales team in gaining direct on-site physical access to their primary audience of hospital executives, physicians, nurses, IT professionals, and others involved in the evaluation of Wolters Kluwer solutions.

To compensate, Wolters Kluwer sales teams have adopted a remote-first sales process. It required a new digital approach to a) fully penetrate the prospect community in any location or system, and b) effectively educate all prospect/client-side participants. With dozens of documents to be shared and consumed by usually more than 10-15 client-side contacts involved in the typical sales pursuit, the digital engagement solution had to be highly intuitive, user-friendly, and preferably easily integrated with the Wolters Kluwer Salesforce CRM.

Case Study Highlights

A digital solution was required to engage and educate their target customers

The team adopted a remote-first sales process. It required a new digital approach

The team launched 80 Smart Rooms through the end of the year – with those active Rooms seeing over 1,200 customer engagement events.

"Engagement from the health-system decision-makers was strong, with our primary contact visiting the Room 12 times, logging 66 content views/downloads, and inviting three other people on her team into the experience."

The Solution

After a lengthy exploratory process, Wolters Kluwer Health sales leadership selected Smart Rooms from JourneyDXP as their solution. Built native to Salesforce CRM, Smart Rooms was the first Digital Sales Room (DSR) solution to the market in 2015. At this point, Smart Rooms has become the leading Digital Sales Room solution available to Salesforce-user companies. Wolters Kluwer's decision to adopt Smart Rooms was based on a few key factors:

- Excellence of customer experience – easy to access, well organized, intuitive, and engaging.
- Ability for prospect/customer-side contacts to invite each other into the experience, with all newly added contacts being automatically added to the Account record in Salesforce.
- Ease of use for internal teams including marketing, sales, CRM, and executive oversight.
- Automation to provide consistent, lightweight outreach events maintaining customer engagement through sales cycles often lasting between 9–18 months.
- Real-time notifications of customer activity, plus native analytics and Salesforce reporting to guide focused, timely sales activity.
- One-button access for all end-Users to the JourneyDXP Smart Care team for coaching and assistance.



Early Progress

With the team ramped up by the end of Q2, the team launched 80 Smart Rooms through the end of the year – with those active Rooms seeing over 1,200 customer engagement events. With roughly six months of live activity and most active Rooms still new in rotation, the impact is already being felt with Smart Rooms attribution to numerous closed deals. One recent win showed the following:

- Room launched in mid-December, and the sale closed in mid-March.
- Primary point-of-contact had invited three peers, with one of them inviting two more.
- At the point of sale, nine customer contacts had generated 128 engagement events (content views, likes, shares, etc.).

Feedback from the sales executive: "Engagement from the health-system decision-makers was strong, with our primary contact visiting the Room 12 times, logging 66 content views/downloads, and inviting three other people on her team into the experience. The Smart Room absolutely had a positive impact on the sale. No doubt about it."

About JourneyDXP

JourneyDXP is the leading digital experience solutions provider redefining the modern B2B buyer's journey that offers digital-first software and services for integrated account-based marketing, sales, and management.



Our Mission: To enable B2B companies to leverage digital experiences and transform how they sell and manage accounts. We make it easier to sell, buy, and more reliably predict revenue growth.