



Customer Spotlight

## Customer Spotlight: DocPlanner



DocPlanner is a fast-growing Warsaw based company that provides millions of patients a great platform for finding local doctors and booking appointments online. The company has been rapidly entering new markets and growing its sales team across Europe. Given this growth, DocPlanner’s VP of Sales, Konrad Jarowski, and Product Manager, Mateusz Mikulski, needed a CRM to fit their expansion plans. Konrad and Mateusz initially attempted to build a CRM in-house, but quickly realized this wasn’t a scaleable solution given their growing needs.

### Challenge

The last thing a company wants to do early on is waste time being locked up in meetings all day. However in the company’s early days, DocPlanner VP of Sales Konrad Jarowski spent much of his time doing just that, wasting an unnecessary amount of time and energy trying to gather information from different sales managers. Konrad’s day was consumed with sales and operations issues. He would hold weekly 90-minute update calls with the sales managers of each office to review sales performance. For a new and growing company, this simply was not efficient.

Exceeding demands from a growing market meant that DocPlanner would need a CRM that provided layered productivity tools and intelligence to match its needs. The duo evaluated several options, including Salesforce, Sugar CRM and of course, Base. In the end, Base’s ease of use won them over. “We wanted something that was simple and didn’t require a consulting company just to get up and running. We have a straight-forward product and sales cycle; Base covers all our needs,” says Mateusz.



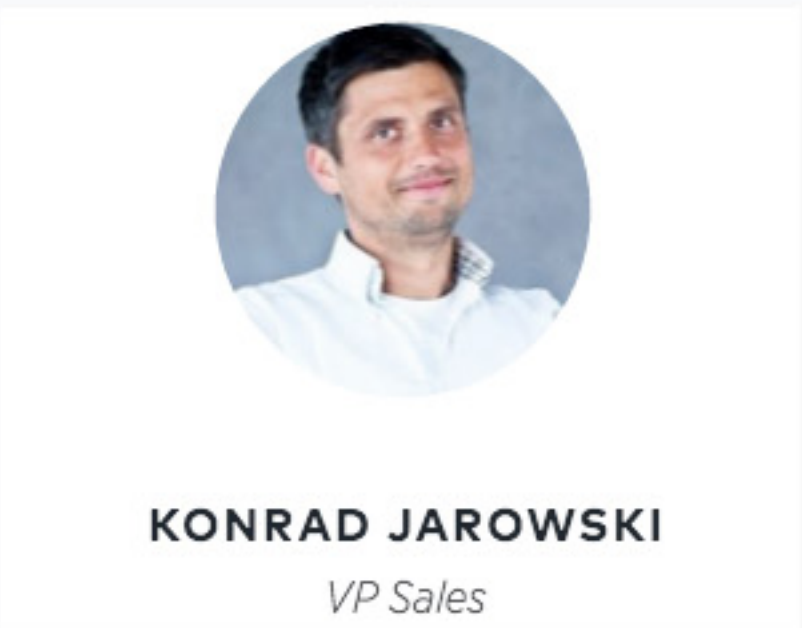
### Solution

DocPlanner now uses Base to manage its growing outside sales team, and can turn to Base at any moment for visibility into its [pipeline](#). With Doc Planner’s recent expansion into Turkey, Russia and the Czech Republic, Base has become increasingly important in DocPlanner’s day-to-day work flow. Today, Konrad can simply browse the Sales Performance Reports in Base for 5 minutes and **know everything he needs to know about his teams**, saving him hours of work every week. “We can’t be in Istanbul, but we can easily see how the sales team is performing without calling them, bothering them with Skype calls or exchanging email,” says Mateusz.

Base’s [sales reporting and analytics](#) have also helped save the budding career of one of DocPlanner’s reps. When it noticed a rep in a brand new market was struggling, DocPlanner turned to Base to understand why the rep was losing deals. “We got him the training he needed and now he’s going to be a star,” boasts Konrad. “I’m happy today because last I looked **my rep increased his sales 300%**. For sure it was due to Base, because otherwise I wouldn’t have known why he was struggling.”

### Results

DocPlanner has been able to expand into Europe with greater ease knowing that they have a strong CRM behind them. Thanks to Base, Konrad estimates that he now **saves 15 hours per week**, allowing him to spend more time on growing the company and sales, and less time on processes and calls. Indeed, Base has led to a shift in DocPlanner’s entire sales attitude and structure. No longer worried about its sales, DocPlanner can focus on continuing its expansion plans and is eager to face these challenges knowing it has Base by its side.



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