

CGM

How CGM Sets New Standards in Field Sales with VoiceLine

CGM demonstrates how AI can accelerate field sales at scale: with VoiceLine, the team automates reporting and task workflows, boosts data quality, and gains significantly more customer time. Within just three months, CGM achieved exceptional adoption and dramatically more efficient sales operations.

About CGM

CGM is one of the leading providers in the healthcare market. Their field sales teams support physicians and therapists every day with a high volume of customer interactions. Their goal: establishing the CRM system (SAP C4C v1) as the **single source of truth** for all sales data.

Content

About CGM

Initial Situation

The
Transformation

Initial Situation – Before VoiceLine

Before introducing VoiceLine, documentation was a major stress factor in the daily workflow:

- Travel time couldn't be used productively; CRM updates were done late in the evening.
- Follow-up tasks reached the back office with delays.
- Scheduling appointments and capturing leads on the go was cumbersome.
- Overall CRM data quality suffered due to the heavy manual effort required.

With **at least three on-site visits per day** and around **20 customer calls**, huge amounts of valuable information were generated—yet often documented only partially due to time constraints. The need for automation was obvious.

The Transformation – With VoiceLine

With VoiceLine, CGM modernized and AI-powered the entire information flow in field sales. Today, CGM uses:



VoiceLine's Conversational Assistant

for smart, on-the-go reporting



Automatic creation of visit reports, call logs, and tasks

from natural speech — delivered directly into the CRM



Fast creation of new contacts

including an AI-powered business card scanner



Lead creation in minutes

including automated duplicate checks



Instant task handover to the back office

often within the same day



Email creation

via voice command



Appointment and reminder management

via voice commands in CRM and Outlook.

CGM's Change Management – A Best-Practice Case

CGM's project team demonstrated how to successfully introduce AI into sales:

- Users received close guidance and training.
- Benefits were communicated early and clearly understood.
- Sales teams quickly realized that AI and VoiceLine mean: **more time with customers, less time in the CRM – with better data at the same time.**

The outcome: **exceptional usage numbers**, far above industry averages.

Results Within the First 3 Months After Rollout – Clearly Measurable Impact

Productivity & Reporting

- 1300 visit reports in the first three months
- 400 automated tasks for the back office

77%

of reports are completed and delivered to the CRM before 4 pm

98%

of reports are created on the same day

96%

of follow-up tasks are forwarded within 30 minutes

Business Impact

VoiceLine delivers clear advantages for CGM:

- More customer time, less administrative work
- Faster information flow between field and back office
- Higher productivity without extra workload
- Strong positioning as an **innovative, AI-first sales organization**

Conclusion

CGM demonstrates how AI can deliver measurable impact in field sales. With clear goals, strong user enablement, and an agile rollout, CGM turned VoiceLine into a strategic success driver in just three months.

The results speak for themselves: more efficient processes, higher data quality, and more focus on what truly matters — customer interaction.

More Case Studies



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