



**Vygon UK drives
improvements in efficiency
across departments with
SuperOffice CRM and
Synergy Technology**

 **SuperOffice**®


Value Life


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Introduction

Vygon is a global leader in single-use medical devices, headquartered near Paris with a significant presence in the UK, Europe, the United States, South America, and India. The UK subsidiary is the largest outside the parent company's home market and has been established for over 50 years.

Vygon specialises in a broad range of mainly single use medical products, including PICCs, midlines and anaesthesia devices. The company's strategic focus in the UK emphasises three core care pillars: haemodynamic management, vascular management and neonatal care, where Vygon is one of the UK's leading suppliers.

Emma Strangward-Pryce serves as the Senior Digital Marketing Executive at Vygon UK, responsible for CRM management, customer data, digital marketing campaigns, and close coordination with communications and PR teams. She is a primary user of SuperOffice and has been involved with many of the recent process improvements that Synergy Technology and Vygon have worked on together.



SuperOffice Usage within Vygon UK

SuperOffice CRM has been a core system at Vygon UK for over a decade. Independently adopted by the UK subsidiary, it is used extensively across multiple departments, making it an integral platform for managing customer relationships and operational data.

Emma Strangward-Pryce describes the platform's usability: "I think it does what it needs to do, and I mean that positively! Some systems have so many features that are surplus to requirements. What's nice about SuperOffice is the information in there is clear and fairly easy to navigate. I personally find it quite intuitive. From my experience using Salesforce and Dynamics, while they give you lots of options, that can make them too complicated. SuperOffice is more refined and simple to use straight out of the box."

SuperOffice is used differently by different departments across the business. The customer service team, for example, relies on it to respond to inbound enquires from the website, look up customer details, and log important customer feedback.



Marketing uses SuperOffice to manage campaigns, segment audiences, and track engagement across channels, ensuring consistency in messaging and a clear audit trail of activities. SuperOffice integrates tightly with marketing automation tool eMarketeer. Emma explains: "We use eMarketeer integrated into SuperOffice for marketing as well, it's a useful platform. We're using automation within it and it integrates nicely with SuperOffice, especially at campaign level. For example, we have a welcome e-mail series that triggers automatically, ensuring GDPR compliance and feeding data back into SuperOffice. That two-way communication is vital."

As well as this, the Business Intelligence department exports data from the CRM into an external application, combining it with sales and ordering data to provide deeper analytics and actionable insights. This integration supports better forecasting, demand planning, and strategic decision-making across the organisation.

The sales team uses SuperOffice for pipeline management and lead tracking, with a strong emphasis on logging every customer interaction to create an overall view of the sales journey. "What's really nice is that it acts as a central point between different departments. Our goal is that every person with a customer touchpoint should log their data there, that's our 'gold standard' says Emma.



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Collaboration with the Synergy Technology Team

Vygon's partnership with Synergy Technology is characterised by responsive support, expert development services, and attentive account management. Emma highlights responsiveness as a real positive: "Definitely one of Synergy's key strengths is responsiveness. I can e-mail someone and get a reply within 12–24 hours, often much sooner. Even if it's a small query, it's reassuring to know someone's looking into it." She adds, "The team is very knowledgeable. I understand the system reasonably well, but they live and breathe it. From a consultancy perspective, the process is always very thorough."

The partnership has included tailored development such as a previous home delivery app which Synergy Technology developed for Vygon: "That was a bespoke platform that enabled us to trigger and send orders directly to customers' homes. The system worked well and delivered vital products for enteral feeding. It was a really good piece of development. We were very appreciative of all the work Synergy put in, and the ongoing support was excellent."

Emma values the personal relationship with Synergy's team: "It's always a pleasure dealing with them, we've built quite a personal relationship. It's not just all business; it's a good relationship."



Business Process Improvements

Synergy Technology has supported Vygon in automating processes and improving business efficiency. One notable example is the Chaser Scripts:

"The Chaser Scripts were implemented about two years ago" says Emma. "They automate e-mail reminders to salespeople and managers about leads. We get that people are busy and things get parked, so the chasers send weekly reminders to sales reps, and if not acted on, escalate to managers. This gives the team a 'to-do list' of pipeline items and ensures better visibility for management. As a result, our lead uptake has increased, and communication between sales and management has improved. It's a really nice collaborative piece of work between Synergy and Vygon."

Additionally, enhancements in customer feedback capture have driven improvements across departments: "We've also done more around customer feedback recently. One of our business objectives this year was to increase the amount of feedback recorded in the system."

"We now have automated triggers asking customers to rate our service, and feedback is sent weekly to relevant departments, QA/RA, marketing, customer service, etc. This ensures compliance, improves visibility, and helps us meet our objectives. It's been a great piece of work, improving communication, meeting compliance goals, and showing people what's possible with the system."

The Future: Continued Partnership and Growth

Vygon UK plans to build further on its CRM foundation by continuing to expand automation and data integration efforts. Emma affirms the ongoing collaboration with Synergy Technology: "We really appreciate the collaborative approach. For example, when Matt (Synergy Account Manager) visits us, he always speaks to different departments, he's always asking 'What problems do you have? What would you want it to do?' That helps each team think more critically and find tailored solutions that genuinely help, and I think some of our best solutions have come from that approach."

One such project was onboarding suppliers into SuperOffice to improve procurement compliance. Emma states, "We're currently looking at onboarding all our suppliers into the system, creating a separate area on company cards for procurement. That's important for compliance, ensuring supplier information and certificates are up to date. This will move data out of spreadsheets and into a central point with automated reminders for follow-ups, improving efficiency. That project started as a discussion with management and a wish list, and with Matt and Trevor's help, we've refined the requirements and are now in the specification phase."



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