



This reference letter is our endorsement for NexGen Consultants, especially Keith Watters and Janelle Hunter, as Salesforce consultants where they assisted us with our implementation by coordinating and managing a rapid implementation of Salesforce Sales Cloud for our team.

University Clinical Health, based in Memphis, Tennessee, has a department that provides patients with reconstructive & cosmetic surgical services. Our surgeons are specially trained in each area of plastic surgery from craniofacial surgery and cleft lip and palate repair to breast augmentation and rhinoplasty.

As part of our growth, we engaged with Salesforce to obtain a more robust and scalable solution as we continue to grow. As a result, it is my pleasure to recommend the services of NexGen Consultants as we contracted with NexGen to organize, prepare and migrate Microsoft data into our Salesforce environment. More so, we were reliant on their expertise and knowledge, to build the necessary relationships for our datasets and for migrating account, contact, lead and activity data into Salesforce.

Prior to this, we had limited ability to manage sales activities, we couldn't track what service lines were being offered and did not know what our true client base is with no ability to upsell and track cross-sell opportunities. By partnering with NexGen, we've had the opportunity to grow our cosmetic practice, full-Service practice and new business lines for increasing revenue attainment.

This was a critical component for us as we build out our operation and with the completion of the project, it now provides us accurate and historical data input, standardization of client engagement processes and more effective reporting capabilities for tracking lead conversions, sales and marketing activities.

Their team took the time to listen to our needs and then translated them into a solution that addressed our unique challenges within a timely manner. NexGen is a great implementation and consulting firm for any organization looking to enhance or maximize their use of Salesforce. We confidently recommend NexGen Consultants as a trusted and reliable partner!

Sincerely,

A handwritten signature in black ink, appearing to read 'Al Da Silva', with a long horizontal flourish extending to the right.

Al Da Silva
University Clinical Health
Director of Operations – Surgical Services

October 8, 2018