

# Sanatorio Finochietto

## Customer Highlights

- Built on 2013, located at Ciudad Autonoma de Buenos Aires, Argentina
- Part of ASE National Group a local recognized insurance company in Argentina
- Number of employees between 700 and 1000\*
- Type: Private



# Sanatorio Finochietto



Is a **private healthcare** center that provides care and attention services in maternity and prevalent clinical surgical pathologies



# Stories Around the Project

## Customer Highlights

- Before, the entire control process was done through paper manually with many people.
- Present the project to the operations department, showing the losses and lack of control. There must be urgency to find a solution.
- Sales time: 6 Months.
- Proof of concept is a must.
- Alliance with the laundry service. It is outsourced.

# Selling Insights

## Customer Highlights

- Show savings and control of washed garments (Cleanliness guarantee). 200 washes per garment. Make a business case with ROI.
- Biohazard of handling dirty clothes. Avoid handling garments by staff.
- After trying the technology, they fell in love with it. Increasing the feeling of safety and quality.
- Partner support in management and knowledge. Telectrónica webpage: <https://telectronica.com/en/>

# Difficulties

## Customer Highlights

- Reach out with the right people to show the solution.
- Decision-making doctors invest in technology related to their field of action.
- Find the pain point they have. High spending on laundry and replacement of garments. Control of linens in Hospital rooms.
- Adding technology was going to reduce employees.