Sales Protocol Email 11-27-23

Trigger: Ad hoc
Goal: Book a demo

Subject:
New Feature Highlight: Digital Protocols & MBRs

Image:
Performance Meets Paperless

Body:
Hi {name},

Produce better lab results, again and again and again, with our most popular feature – Digital Protocols & MBRs.

What are Digital Protocols?

Replace paper lab notebooks and complicated spreadsheets with easy-to-follow digital instructions and cell culture bar code scanning. CellPort also lets you schedule events, workflows, and approvals for **complete visibility into your operations**.

What are Master Batch Records (MBRs)?

MBRs are custom lists of digital protocols that **guide and monitor technicians through cell operations**. CellPort lets you build your own MBRs from a library of pre-built or custom protocols, workflows, and assays.

How does this feature help my lab operations?

- More consistency in lab results & SOPs
- Improved productivity and upskilling
- Complete traceability and auditability
- Reduced paper waste and manual documentation

Watch videos and learn more about our latest feature release here.

<CTA>
Learn more…

What is CellPort 3.0?
The all-in-one lab management platform for cell-based science.