

A leading high-tech company gains 23% revenues on improved sales cycles with quote management solution

Industry
High-Tech

Products & Services
Oracle CRM On Demand
CRM++ Quote Management

Implementation Partner



Net Promoter Score

8 / 10

Customer Reference

"Our salespeople are now able to offer multiple proposals and quotations effortlessly, using different parameters, providing the customer with a wider choice of options than before. This ultimately enables us to deliver a superior customer experience".

The client builds intelligent wireless solutions that empower organizations to innovate in the connected world. Their innovative products and solutions connect thousands of businesses to critical data and millions of people to information. They also develop products and services that enable faster go-to-market and can in turn, help save lives, reduce carbon emissions, and make neighborhoods safer.

The client has been generating price quotes using a manual system based on excel spreadsheets. They experienced critical sales challenges and to resolve them they required a quote management tool that easily enables them, as well as their long-standing partners to quickly and accurately quote the right solution to fulfill customers' needs.

Challenges

- Organize and generate price quotes and orders within the existing CRM environment
- Complex, slow and labor-intensive sales processes
- Inaccuracy due to disparate price models and manual price quote processes
- Delayed quote response time due to time consuming hand-offs and approvals
- Inconsistent sales forecasting due to disparate data sets and untracked price revisions
- Unauthorized discounting
- Manage log and report on quotes in various sales stages
- Manage role based accessibility to products, pricing and vendors
- Sales reports and analytics from complex quote management workflow

Solution

CRM++ Quote Management is a SaaS based application that acts as a one stop shop to seamlessly generate a price quote to any opportunity.

Implementation Process

- Integrate CRM++ Quote Management with existing CRM to leverage Oracle CRM On Demand platform & features
- Configure multiple level quote approval mechanism based on pre approved discount levels

- Design and Configure HTML to PDF converters to export quote as a PDF and share via email from within the CRM application
- Configure quote revision capability to manage and track multiple quote revisions
- Configure 'Sync to Opportunity' process to tag approved price quotes with the relevant sales opportunities
- Customize the existing quote and order management workflow using Oracle CRM On Demand web services in conjunction with additional components developed in Java / J2EE technology
- Data objects connected to a quote – add products, price lines, contacts, terms & conditions and signatures

Benefits

- **Shorter sales cycle**

Sales performance improved, including

- o Quote to order cycle time
- o Order entry processing time
- o Order errors
- o Exception handling for special orders

- **Eliminate manual input errors**

- o Automate and streamline the quote, pricing and order management workflow
- o Create consistent/accurate quotes and tag those quotes to accounts, contacts or opportunities
- o Automate and streamlines the multilevel approvals

- **Improved discount auditing**

- o Acts as a “connected customer solution” that can handle the complexities of the multiple pricing models
- o Full control over pricing, eliminating unauthorized discounts and ensuring each product is sold at an optimized gross margin
- o Automatically apply discounts and relevant up-sell and cross-sell opportunities, driving 10% to 15% incremental revenue

- **Pipeline accuracy**

- o Visibility into price quotes (direct or indirect sales reps), forecasting and opportunities
- o Sales analytics and collaboration

- **ROI**

- o 25% increase in productivity using fewer resources
- o Maximize margins with contract negotiation, timely renewals and contract histories