



Configure



Price



Quote

Objective

The client, a US-based company that sells Sports goods and memorabilia, wanted to stem a sharp decline in sales.

Scope

- Product Bundles & Product Rules - to prevent incompatible products from getting sold.
- Price books and pricing rules - to formalize product pricing.
- Discount schedules, Channel discounts & Option Pricing - to formalize discounting
- Revenue and quantity scheduling - to sort out revenue recognition issues.
- Customized quote templates and an e-signature integration.
- An automated process - to create renewal opportunities & quotes before original contract expiry
- Advanced order management (AOM) - to create multiple orders from a single quote.

Technology

Salesforce CPQ

Benefits

- A 20% drop in the number of complaints about incompatible products.
- An increased level of confidence in the sales team resulted in a 10% increase in upsales.
- The rejected quotes dropped by a massive 40%.
- A visibility into the sales history enabled the Support team to deal with the SLAs efficiently
- AOM helped the company make good on its promise of delivering orders On time and In full.

Challenges

The team responsible for carrying out the Root Cause Analysis presented following findings:

- Lack of clarity about the discounts forced the sales team to frequently seek approval from seniors, resulting in delays and lost deals.
- Lack of a formal revenue recognition policy.
- A sharp increase in complaints about incompatible products getting sold
- Manual preparation of the quotes caused wrong products and / or prices to be included
- Impossible discounts & unenforceable T&C caused massive customer dissatisfaction, low CSAT scores and a drop in the repeat business.

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