TAKING THE COMPLEXITY OUT OF SALES

Sales teams should be selling. Engineers should be engineering. But what happens when engineers have to get involved with every sales quote?

Infosys®

"I'LL GET BACK TO YOU WITH A PRICE…"

When products are bought off the shelf, they are easy to price. But what happens when every product has to be configured to create an entirely bespoke solution?

Our client manufactured sophisticated industrial machinery that needed to be configured for each customer, which made each quote a complex task. Sales teams had to somehow translate the customers' complex requirements into a solution; selecting the right products, features, and components; and ensuring that the end result would be not only compatible but also deliverable. Also, the quotes frequently had to include various offer variations and price points. The conversation about pricing could only begin once all of this had been discussed, agreed upon, and approved.

Delayed quotations were affecting the brand image and diminishing customer satisfaction. As the customer was kept waiting, the chances of closing the sale became smaller by the day.

Infosys®

INTERNAL INEFFICIENCY

Meanwhile, the complexity of the company's CPQ (configure, price, quote) system was having a negative internal impact too.

Instead of spending time meeting customers, sales representatives had to juggle between spreadsheets, old quotes, and various offline pricing tools; whilst also drawing on the support of inside sales and sales engineers. Quotes were further delayed by time-consuming manual approval processes.

Despite the manpower involved, errors were still commonplace. This could lead to a lost sale through over-pricing, margin erosion through under-pricing, or simply problems in the fulfilment process when it transpired that the configuration was not as feasible as initially envisioned.

BREAKTHROUGH

We implemented a fully automated, self-service, cloud-based CPQ system to ease the burden on sales and delight the customer.

Infosys®

QUICKER QUOTES

It was time to streamline the quoting process. Our proposal to the client was to replace the manual processes and offline tools with a single, software-as-a-service (SaaS) based automated system that would both remove internal inefficiencies and improve customer satisfaction with a faster turnaround of quotes. Its features include:

- **Guided selling:** A flow-based system, incorporating images and automated recommendations.

- **Automation:** Driven by multi-attribute-dependent rules to automatically configure the right product combinations, and multi-layered approvals.

- **Usability:** Intuitive and accessible across all devices.

- **Process simplification:** Proposal templates and real-time submission to the ordering system.

- **Self-service:** Anytime, anywhere access to all or part of the system to sales partners or registered customers.

Infosys®

A FOUR-PHASE PROCESS

IMPLEMENTED ON ORACLE CPQ CLOUD WITH INTEGRATIONS TO ORACLE E-BUSINESS SUITE AND OTHER LEGACY APPLICATIONS

- **AGILE IMPLEMENTATION LEVERAGING AN ONSITE/OFFSHORE MODEL**
- **SEPARATE TRACKS FOR CONFIGURATION, COMMERCE, AND UI DESIGN**
- **HIGH PARTICIPATION FROM SALES AND PRODUCT MANAGEMENT**

STANDARDIZATION

PHASE ONE

- Custom user interface (UI)
- Customer portal/single sign-on (SSO) integration
- Configuration and commerce processes
- Enterprise resource planning (ERP) integration (Oracle E-Business Suite)
- Newest product model
- Internal sales/select customers

IMPLEMENTATION

PHASE TWO

- All product models
- All domestic self-service users
- Product/model finder

INTEGRATION

PHASE THREE

- Enhanced customer relationship management (CRM) integration
- Real-time ERP integration
  - Estimated delivery times
  - Inventory forecasting/ planning
- International rollout

PERSONALIZATION

PHASE FOUR

- Enhanced personalization
  - Dedicated customer inventory
  - Customer-specific views
- Contract negotiation
- Additional product families

Infosys®

A SALES REVOLUTION

The new solution transformed the sales process, both internally and from a customer perspective.

The reduced quote turnaround time naturally helped improve customer satisfaction. This not only closed more sales, but also led to upselling opportunities. Our client also retained more customers by being easier to do business with and by offering the valuable facility of self-service access to various elements of the system.

Internally, the client waved goodbye to the current offline tools and spreadsheets and embraced a faster, leaner way of quoting. Sales team productivity was enhanced, while pressure on sales support functions was reduced. By eliminating manual processes, quote accuracy improved, bringing more predictable margin forecasts and fewer fulfilment problems. Our client also had greater visibility to help with margin analysis and inventory planning, as well as provide a complete audit trail.

Infosys®

REDUCED QUOTE TURNAROUND TIME BY

26

PERCENT

REDUCED TOTAL FULFILMENT CYCLE BY

39

PERCENT

INCREASED QUOTE VOLUME BY

200

PERCENT

We replaced the manual processes and offline tools with a single, software-as-a-service (SaaS) based automated system that would remove internal inefficiencies and improve customer satisfaction.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how eliminating manual processes can give you a competitive advantage. Reach out to us at askus@infosys.com

Infosys®