ENABLING SALES TEAMS TO CREATE WINNING QUOTES

At the root of the recent failure of several companies like Sears, Barnes & Nobles, and Toys "R" Us is their inability to provide unique yet valuable offers to customers. In today's highly competitive environment, a combination of exclusive products, best prices, and a rigorous sales process that ultimately delivers exceptional customer experience is an expected baseline for doing business.

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According to a recent study by Greyhound Research, a leading global analyst firm, while 93% of large organizations cite launching new products at the right price as a key element for transforming their business, not all give sales process optimization the attention it deserves. In the study, only 62% stated sales process modernization as core to their business transformation efforts.

ACCURATE INFORMATION – ANY TIME, ANY WHERE

Today, it is necessary that sales teams make sure that accurate and real-time information on products and services is available to customers across multiple channels. This becomes a key differentiator for organizations in the long run.

A **mobility products maker** wanted to **modernize the quote-to-cash process** for their mobility power chair business. The business was losing deals due to its legacy system which didn't allow collaboration between teams, did not allow real-time quote creation, could not accommodate changes requested by customers during the fulfilment stages or personalize products, and gave no visibility into the expected revenue from opportunity.

Infosys has significant experience in deploying **Configure, Price, and Quote (CPQ) Cloud** solutions to optimize complex selling processes and also help clients adopt mobile CPQ solutions for real-time quote creation. Our CPQ Cloud offerings help:

- Shorten the sales cycle
- Reduce quote time
- Seamless quote to order conversion
- Eliminate errors in sales quotation processes
- Provide price consistency
- Increase order volumes through upsell and cross-sell opportunities
- Improve sales pipeline visibility

SELLING HYPER-PERSONALIZED PRODUCTS

Infosys worked with the client to help define the **right Quote to Cash solution.** The solution was based on Oracle CPQ Cloud with upstream integration to Oracle Sales Cloud CRM and downstream integration to ERP and Supply Chain Management to build a seamless solution addressing Lead to Quote, and Quote to Cash processes.

The project was complex, given the need for **hyper-personalization** for the power chairs that cater to differently-abled people and require customization based on medical recommendations. This meant there were innumerable configuration rules, and occasionally even complete custom requirements to define a product or create a work order for the manufacturer, and these rules changed frequently. So they needed a system which would be easy to maintain and allow bulk upload or modification of rules, to reduce time to market, and also enable an Engineer to Order (ETO) process.

We designed the solution leveraging and enhancing Oracle CPQ capabilities to address the hyper-personalization needs, and to build a **streamlined, automated quotation process.** We designed easy-to-maintain data tables to accommodate daily rule changes. We designed **a rich and interactive user experience** providing a guided selling experience, and enabling the buyer to visualize the product being built as they configured their mobility product.

Our solution not only provided the client an **improved and uniform user experience** for sales quotation creation, but an **end-to-end view** of the sales process, which enabled **better process governance** for sales managers during the quotation journey and helped re-estimate prices and lead times easily.

Most of all, the solution gave the client a mobile, easy, and **efficient sales quotation creation process** and reduced quoting errors, thereby leading to accurate fulfillment and reduction in the sales quotation lifecycle time. The solution is projected to **reduce the business's time to market by almost 20%.**

ENABLING SALES TEAMS TO CREATE WINNING QUOTES: THE FIVE TAKEAWAYS

1 **Adopt** a CPQ solution for end-to-end streamlined quote creation

2 **Move** from on-premise products to cloud-based CPQ solution to ensure the ability to scale as per business requirements

3 **Ensure** anytime, anywhere access to CPQ via mobile devices to improve sales to lead conversion ratio

4 **Integrate** with other applications like ERP and CRM for better visibility, tracking, and process acceleration

5 **Create** a rich and interactive UI to provide a guided selling experience to users and enable hyper-personalization

BIG LEARNING:

As per a recent Greyhound Research study, nearly 70% ecommerce customers abandon their carts just before purchase. However, this trend is prevalent not just in ecommerce or retail but is witnessed by all organizations across regions and verticals. The only way out is to start by modernizing your sales process to ensure exceptional customer experience.

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

To know more about our CPQ and sales process optimization solutions, reach out to us at **askus@infosys.com**

For more information, contact askus@infosys.com

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