



# Accelerate quoting with an AI-powered pricing agent

Green Bay Packaging struggled with slow, inconsistent pricing workflows driven by manual searches through unstructured historical quote data. Reps were losing time, deals were slowing down, and pricing accuracy suffered.

We engineered an AI-driven pricing agent that delivers real-time, data-backed recommendations by intelligently matching products and quantities against active quotes. The result: faster responses, higher accuracy, and streamlined sales execution.



## CHALLENGE

Green Bay Packaging needed a scalable, automated pricing engine capable of rapidly converting historical quote data into accurate, actionable recommendations.

- Reps lacked a reliable, fast way to generate competitive, market-based pricing.
- Manual searching through large volumes of unstructured quote data created delays and inconsistencies.
- Slow responses increased the risk of inaccurate pricing and potential margin erosion.
- No mechanism existed to instantly match user-defined products and quantities against recent quotes.
- Sales teams needed a modern, automated solution to eliminate guesswork and improve turnaround times.

## SOLUTION

TELUS Digital deployed an intelligent pricing agent that combines structured search logic, dynamic quantity matching, and real-time quote indexing to produce fast, accurate, and transparent price recommendations.

- Developed a robust AI-Powered Pricing Agent built on Agentforce architecture for high-speed pricing intelligence.
- Implemented advanced product matching capabilities, including full item search, metadata-driven matching, and S/SC prefix logic for precision.
- Enabled dynamic quantity handling with automated prompts and two-tier retrieval: exact match first,  $\pm 10\%$  fuzzy match second.
- Indexed only the 50 most recent active quotes to ensure up-to-date, competitive price recommendations.
- Delivered transparent pricing outputs, clearly indicating when a recommendation is based on exact or similar matches.

### The outcomes of this project included:

Eliminated manual searching and dramatically accelerated the quoting process.

Delivered consistent, data-backed pricing that boosted rep confidence and customer responsiveness.

Ensured reps always work from the most relevant, active quotes.

Reduced pricing guesswork and improved overall quote accuracy.

Embedded AI directly into the sales workflow, enabling faster, more competitive customer interactions.