

Industry - Manufacturing (Freight Intel)

Products Used - CPQ
Sales Cloud







Industry

A trusted provider of global supply chain intelligence for companies in the logistics industry. As one of the only freight-focused organizations to provide deep market intel, the company is known for its stellar analytics, benchmarking, and monitoring services.

Products Used

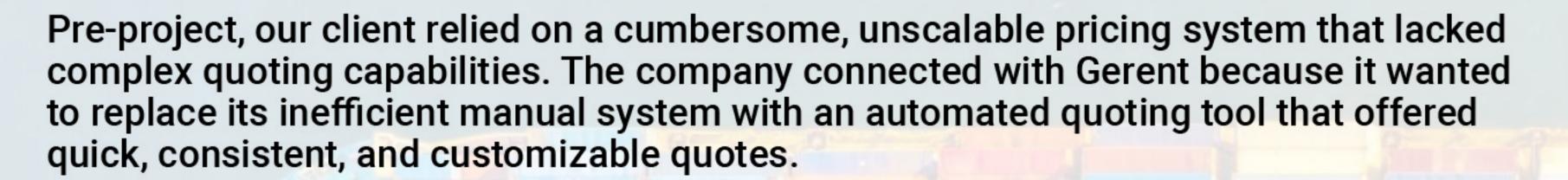


CPQ



Sales Cloud

Challenge



- The company's products were challenging to quote, as sales personnel had to manually configure the its extensive suite of offerings to determine pricing per client
- Additionally, due to the limits of the company's pricing system, reps would need to generate multiple quotes to assemble one that met all client requirements
- The process of generating and communicating quotes to customers was slow, negatively impacting customer satisfaction and employee productivity

Value Delivered



Gerent implemented Salesforce CPQ, a solution that would empower the freight intel provider's sales team to generate accurate pricing figures for any stated product configuration. As a result, the company can easily produce multiple quotes for complex products within one project. Our team:

- Defined automated processes to drive efficiency
- Created forms to feed customer objectives into CPQ for automatic quote generation
- Leveraged Sales Cloud features to create a framework for impactful decision making
- Set parameters for sales discounts, including which would trigger a high-level review

Results



With Gerent's assistance, the freight intel provider:

- Established automated configure, price, and quote processes
- Set a new standard for efficient, satisfying client transactions
- Gained the capacity to produce multiple quotes within one proposal