



# Supply Chain Intelligence Provider

**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



Pre-project, our client relied on a cumbersome, unscalable pricing system that lacked complex quoting capabilities. The company connected with Gerent because it wanted to replace its inefficient manual system with an automated quoting tool that offered quick, consistent, and customizable quotes.

- 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