



CEDARON CUSTOMER SUCCESS STORY



COMPANY
Cedaron



INDUSTRY
Medical Technology



OBJECTIVE
Design & implement an updated quoting system using Salesforce.com.



WHY
It was typically taking more than 4 hours to produce a single quote that often required multiple revisions and was confusing to customers.

TECHNOLOGIES & SERVICES USED



Salesforce CPQ

OUTCOME

TIME SAVED PER QUOTE

3.5
HOURS

BEFORE

Prior to working with StarrData, Cedaron was using standard Salesforce CPQ functionality to create customer quotes that were taking sales reps several hours to complete.

Because of the complexity of their product, the sales team was often confused about which product and options needed to be added to a quote.

The quote approval process required different people to be involved based upon the size of a deal adding additional delays as the quote was manually sent throughout the company for the required signoffs.

The end result was a quote based on one of several templates that often created confusion among customers with lost sales due to an unclear and difficult to understand format.

AFTER

StarrData created and implemented a Salesforce CPQ system that has resulted in an 88% reduction in the time spent to produce a quote.

Sales reps go through a guided selling process and have confidence that they are adding the right products and options based upon customer and legal requirements.

There is increased visibility into which products have been sold throughout their customers' hierarchy, which has allowed for much easier upselling and cross-selling.

Workflow rules streamline both the creation of sales quotes as well as automating the approval process.

A single quote template is used that standardizes the layout, dynamic terms, and other sections making the quotes much easier for customers to understand and accept.



RESULTS

BIGGEST ACCOMPLISHMENT

Cedaron's sales team is now spending more time selling and less time producing quotes. Additional revenue opportunities have been identified from richer and more accurate data.

CUSTOMER QUOTE

We had a large company interested in our CardiacCare product but needed a fast turnaround. Working with the team at StarrData, we were able to produce a customized quote and get it approved within hours. This would not have been possible before CPQ and reflects on the excellent customer service and extensive knowledge available at StarrData.

